# BROADCASTING
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# Advertising Pledges Aid to War Economy

## Henderson's Plea Dispels Fears For Future

ADVERTISING and Government found they had a common ground when they met last week in what was billed as a fight by advertising to save itself from possible extinction or perhaps just serious injury.

The event was staged Nov. 13-14 by the Assn. of National Advertisers and the American Assn. of Advertising Agencies at the Homestead, Hot Springs, Va. The two associations met in an unprecedented joint session at which the future of advertising was to be appraised in the war economy.

But instead of starting a mad campaign against governmental actions affecting advertising, the leaders of that industry agreed in large measure with Leon Henderson that the two groups have a common aim—preservation of what each termed a "dynamic economy".

### Federal Influences

Under the strategical plan for the unusual ANA-AAAA joint session, the convention spent one day, Thursday, proving the facts about influences tending to undermine national brands and the advertising thereof, as well as the facts about the economic effects of advertising and its vital place in the American system of free enterprise. This portion of the convention wound up with a fear-dispelling speech by Mr. Henderson, who is administrator, Office of Price Administration; director, Division of Civilian Supply; Office of Production Management; member, Supply Priorities & Allocations Board [see next on page 9].

### Climax Comes Friday

The Friday meeting was devoted to discussion of the indispensability of advertising as proved by experience and the all-important matter of what to do about it.

The fiery two-day session reached its zenith at the Friday wind-up when it was agreed that the self-preservation fight of the advertising industry will be waged by individuals and groups representing advertisers, agencies and media.

The convention came to an official close when Harold B. Thomas, of the Centaur Co., presiding, called for a rising vote of those who would join the organized effort to sell advertising to the public in case such a campaign is undertaken.

Advertising and media groups received a blunt warning from Niles Trammell, NBC president, that trouble lies ahead for advertising unless action is taken.

### Trammell On Radio Troubles

"Our medium is exhibit A showing what can happen when you turn your back on what is going on in Washington," he said in representing radio during a series of brief talks by media representatives. "We saw it coming in 1936, but turned our backs. If you don't do something, what happened to us will happen to all advertising. Radio is anxious to cooperate in every way possible to further this program."

It was strongly indicated that one basis of the advertising campaign to sell advertising to the public will be the Harvard Study of the Economic & Social Effects of Advertising. Comprising some 300,000 words, the study will be available the first of the year and is described as the best report on the subject possible to produce. It is a project of the Advertising Research Foundation, jointly organized several years ago by ANA and AAAA.

### Young on 'What to Do'

The convention developed into a free-for-all Thursday during Mr. Henderson's talk when he answered a barrage of penetrating questions and captivated the convention with humorous and understanding remarks. Speaking, of course, from the standpoint of Federal price and allocations control, Mr. Henderson quickly convinced many hard-shelled anti-NewDealers that they have been duped by under-the-bed-time stories.

From the standpoint of the advertising industry, James Webb Young, senior consultant, J. Walter Thompson Co., handled the tough assignment of "What Shall We Do About It?", cimaxing the two-day joint meeting.

Mr. Young's climactical talk was built around the thought that advertising is now in the position of being required to justify itself as a social force. He called for cooperative steps by the advertising industry to bring about in the country a new faith in the possibilities of the dynamic economy. He pleaded that advertisers help business regain leadership of the nation's economy.

### From Two Viewpoints

But through his strictly pro-advertising talk he asked the industry to adapt advertising to a war economy.

Which is just what Mr. Henderson asked.

The difference rested in the fact that Mr. Young spoke from the advertiser's and the agency's viewpoint, keeping foremost the present

# ANA Revives Plan to Measure Radio

## Broadcast Advertisers Show Interest in Pinkham Idea

AN OLD radio problem was kicked squarely into the open last Wednesday when the Assn. of National Advertisers, meeting at Hot Springs, Va., decided that something ought to be done about evaluating radio stations on a standard basis.

The action was taken at a panel of several dozen ANA radio users at the Association's private session held prior to the joint Nov. 13-14 war council called by the ANA and the American Assn. of Advertising Agencies.

### Pinkham's Plans

Instigator of this resuscitation was Charles Pinkham, advertising manager of Lydia Pinkham Medicine Co. Mr. Pinkham plans to spend about $600,000 next year on his company's basic radio campaign, along with additional fall and spring campaigns. About 200 stations will be selected.

A scientific spender of advertising money in thousands of newspapers in addition to his radio schedule, Mr. Pinkham is interested in devising a radio evaluation formula covering mechanical factors. He has perfected an intricate automatic card index system for newspapers, and hopes for the day when he can buy radio on the basis of a medium covering mechanical factors such as frequency, power, radio homes, conductivity.

### Wants Scientific Formula

If he can get such a factor, Mr. Pinkham told the ANA's radio group, he then can take into account such factors as hour, programs before and after, programs opposite, station's special appeal.

After receiving support from others at the session, Mr. Pinkham obtained a unanimous vote authorizing steps to set up a coverage method. He said that responsibility rested in the ANA's lap to do something about it, but no action was taken other than to approve the general idea.

History of the joint ANA-AAAA-NAB effort to set up a coverage method similar to newspaper and magazine circulation evaluations was recalled at the session, as was the $40,000 spent on the project.

Mr. Pinkham said he is not interested in station rate cards because he can't understand them. He desires a scientific formula under which he can have some idea of what he is buying for the money he spends. His intricate newspaper card system solves the problem for that medium, he told the radio panel.

The ANA radio group discussed surveys and listened to the reading of a list of rate increases. The ASCAP question didn't cause any particular comment.

As was the case at the main ANA Convention and the joint ANA-AAAA meeting, most advertisers showed a tendency to go ahead and advertise as usual. They are prepared for hardships and face many shortages of raw materials, along with packaging difficulties. But there was little talk of fear; rather, most advertisers are looking into the future with fortitude.

danger to the nation, whereas Mr. Henderson said he was trying to help advertisers do that very job, speaking from the standpoint of the Government's price, production and allocations agencies.

Graphic portrayals of the problems facing advertising, along with the types of growing opposition now being met, were given on the opening day by CBS and Time Inc. Using material furnished by the ANA-AAAA committee in charge, CBS staged a drama built around Federal opposition to advertising and national brands, consumer movements, educators' activities and current business and production problems. The CBS drama was produced by Frank Barton, written by Yascha Frank and directed by Earle McGill, all of the network's staff. It drew frequent applause, and was followed by a convention ovation.

The morning session at which CBS supplied the program was presided over by B. B. Geyer, of Geyer, Cornell & Newell, New York, AAAA vice-president. A. O. Buckingham, Cluett Peabody & Co., former ANA chairman, was in charge of this portion of the program.

### 'Times' Big Show

At the afternoon session the same day, Time Inc. used dramatic and movie technique to present the economic justification of sound advertising. Presiding was H. W. Roden, of Harold H. Clapp Inc., retiring ANA chairman. Representing the program comittee was T. D'Arcy Brophy, of Kenyon & Eckhardt. The *Time* show also drew lengthy applause. It was followed by Mr. Henderson's talk.

In keynoting advertising's current problem, Mr. Young reminded that advertising's main obligation to itself has been to make advertising pay the advertiser. Now, he says, advertising is having its soul searched and is required to justify itself as a social force.

He found three sources of danger. First is a repugnance for some of the bad taste and the clamor of advertising. Second is a group of serious students of economics and distribution, largely educators and specialists in the consumer movement. Third is "the fact that there is in Washington today a group of administrators and administrative advisors who do not cal themselves friends of advertising."

### Arnold's 'Shrewd Blows'

On the third point he referred to some "shrewd blows in passing" which are being dealt by Thurman Arnold, head of the Anti-trust Diviison, Department of Justice. He claimed there are in Washington many persons in positions of power who "are honestly convinced that our whole free enterprise system needs to be overhauled, to be greatly modified or to be completely replaced. They believe that they know how to do it. They intend to do it if they can—not only because they believe it needs doing, but for the very human reason that power is a sweet possession. This group of people is not made up of the practical politicians. It is made up of idealists and humanitarains, who are trying to be 'practical'."

This group, he added, conceives practicality in terms of the end always justifying the means. "Being sincere about their ultimate ends," he said, "they seem to have no scruples in abandoning all principles as to means."

Mr. Henderson, on the other hand, went to great length on the previous afternoon to state that he was not a member of a group conspiring to alter or destroy advertising. He conceded he was skeptical about advertising at times, just like other consumers, but firmly believes that advertising serves a useful economic function. He described advertising as the cheapest and best method of selling, "as shown by your business experience".

Mr. Henderson conceded that Government agencies oppose scare advertising about scarcities. Restraint of trade practices were out of his field, he said.

## ANA-AAAA "War Council" Newsreel

**LUNCH FOR SIX** at the Homestead, Hot Springs, was served to this radio group at the ANA-AAAA meeting. Diners are (l to r) L. F. Erickson, Western sales manager, CBS; Kennet Hinks, vice-president, J. Walter Thompson Co.; John W. Karol, director of market research, CBS; James D. Shouse, vice-president and general manager, Crosley Corp., operating WLW, WSAI, WLWO; Robert E. Dunville, vice-president in charge of sales, Crosley Corp.; W. C. Gittinger, vice-president in charge of sales, CBS.

**RADIO MAKERS AND USERS** were represented as this informal group was caught just before the Thursday afternoon session of the ANA-AAAA at Hot Springs. They are (l to r) Frank Walker, RCA; O. B. Capelle, sales promotion manager, Miles Labs; Stand Withe, manager, publicity department, Aetna Casualty & Surety Co.; Herbert Thompson, Miles advertising manager; O. C. Brown, advertising manager, Oklahoman & Times, affiliated with WKY-KLZ-KVOR.

**CHEESE, MILK AND OIL,** along with the agency business, provide ample conversational topics for these ANA-AAAA attendees at Hot Springs. In group are W. S. Lockridge, vice-president of J. Walter Thompson Co., Paul Willis Jr., advertising department, Kraft Cheese Co.; John H. Platt, Kraft director of advertising Jule Miller, vice-president, Pet Milk Co.; Ben Pollak, advertising and sales promotion manager, Richfield Oil Corp.

## Untrammelled

SOMETHING new in radio cooperation occurred at the closing session of the ANA-AAAA convention at Hot Springs, according to BROADCASTING'S Hot Springs correspondent: Niles Trammell, president of NBC, addressed the convention over a CBS microphone.

Like Mr. Young, Mr. Henderson took several peeks into the future of business, economy and advertising. Under an expanding economy, he explained, he hopes to see more of "the right kind of advertising". He always has advocated this expanding productive economy, he said, and believes increased use of advertising should accompany such an expansion, which he hopes will come after the war.

Voicing pleasure at the achievements of radio and other media in helping consumers understand and meet the problems of defense, Mr. Henderson departed from his prepared text to look into some new possibilities open to advertising. An expanding market is available, he said, in consumer goods not competitive with defense, particularly non-metallic items. A diversion from scarce commodities to plentiful consumer items, he said, offers advertisers a chance to push such items as food, travel, clothing and basic desires not requiring metals.

### Record-Breaking Production

Present production, he reminded, is at least 50% above the 1929 record or any other record. National income currently is at the rate of 96 billion dollars, with about 2 billions a month soon to be devoted to defense.

Without pulling punches, he cautioned the advertising industry to be prepared to make sacrifices along with other business and industrial groups. It's no time to fight fantasy and abstractions, he said. Advertising must survive as a thriving, dynamic force, and vision and leadership will be needed in the peace to follow when new horizons will be opened.

At the end of his prepared address, Chairman Roden called for a rising vote of appreciation and the convention pledged its cooperation to the Government spokesman.

### Henderson Answers Queries

In a fast-moving barrage of questions after his address, Mr. Henderson insisted that no plans exist to effect reforms in grade labeling and standardization under the guise of defense. Some merchandising standardization may be necessary, he conceded, and reminded that Donald M. Nelson, OPM administrator, favors simplification and reduction in the number of models.

Mr. Henderson saw no immediate danger of a power shortage, aside from that in the Southeast.

Going into the problems of a Washington official, he denied stories that he had told bakers they could reduce prices by cutting advertising. He called the tale a "galloping ghost". In Washington, he said, if somone doesn't like you they have a press agent who starts muttering out of the side of his mouth that you don't like advertising.

Mr. Henderson expects to see marked progres in types and appeal of consumer merchandising, such

(Continued on page 49)

# Henderson Disclaims Fight on Advertising

## Warns Crisis Facing All Industry; Says More, Not Less, Advertising is Needed

*The text of the address delivered by Leon Henderson, Director of the Office of Price Administration, and member of Supply Priorities and Allocations Board and of the Office of Production Management, before the Nov. 13 joint meeting of the Assn. of National Advertisers and the American Assn. of Advertising Agencies in Hot Springs, Va.*

YOU GENTLEMEN are assembled here, I am advised, to consider what you can do to preserve your business. I am here to discuss that subject with you because, as I see it, it is part of my job to help you if I can.

However, the fundamental consideration with all of us is the preservation of our democracy and all of its free institutions. So at the beginning, I would emphasize my considered opinion that what we might call the institution of advertising is threatened with no special or extraordinary peril which is not shared by other economic and social organisms in this country.

In fact, I hope we are unanimous in the conclusion that the Nazi assault upon personal and economic liberties is so real and so vicious that our first and most immediate job is to organize our energies and resources to effectively repel that threat. And those of us in government must never permit ourselves to be diverted by any group or groups from this main purpose. Without privilege or discrimination we must all move together. Those policies or issues which provoke controversy in time of peace must be forgotten if they stand in the way of the job ahead.

### Common Dangers Ahead

Time does not permit any administrator in the defense program to tolerate unnecessary innovation or experimentation in the social or economic field. At least, I can speak for myself and the jobs to which I have been assigned. I repeat to you that as great and difficult as your problems are in the field of advertising, so far as I am aware there are no dangers ahead for your business that are not common in varying degrees to other and different types of enterprises. And by danger I mean Hitler's attack upon your liberties and mine.

In other words, gentlemen, you have no monopoly on trouble. And the text you have selected in your prospectus for this meeting: "Awake, arise, or be forever fallen"—applies with equal significance to every business enterprise in this country and to each individual citizen as well.

I am certain you recognize the universal application of your theme song to the problems we as a people face. And at the risk of stating the obvious, I wish to express the confident hope that your deliberations here not only will result in a sound appraisal of the problems you face as business men, but that in addition you will evolve some useful formulae that will make your institution and its brilliant techniques of even greater service to the nation as a whole in this time of crisis.

Now I think I am vaguely aware of some of the things that are bothering you. And for my own part I wish to enter a "general demurrer" on one of the principal counts. Some of your trade publications and other sources have ascribed to me a point of view about advertising. The clear inference has been that I am a charter member of some little cell of conspirators whose main purpose in life is to alter, reform or perhaps destroy advertising as we know it. I appreciate that those who want to believe such under-the-bed-time stories would remain unconvinced by my simple denial. And my private opinions about the economic utility of advertising may be irrelevant anyway.

### 'It's Not My Job'

However, the fact is that I have never had the opportunity or the occasion to give sufficient research or investigation to advertising to come up with any really informed opinion about it. I have always assumed and I now assume that advertising performs a useful economic function. I have in a general way subscribed to the accepted view that use of advertising and its many devices of "crying one's wares" is the cheapest and most efficient method of selling. If this were not so, I am quite certain that the tremendous sums expended each year in this field would not be repeated.

You members of the Association of National Advertisers don't spend money just because you are attracted by the dynamic personalities of account executives. I am aware of the statistical and psychological tests you employ to measure results of your advertising expenditures. And if these tests weren't proof of results, you would undoubtedly spend your money in other ways of ringing the doorbells of the nation's consumers.

It's not my job—and for this I am grateful—to undertake to police the abuses of false and misleading advertising. I know I am correct in the assumption that you all subscribe to proper regulation which undertakes to suppress and punish the outlaw and the faker. Our office has already expressed its opposition to "scare" advertising and

MR. HENDERSON

advertising which emphasizes scarcity.

Nor is it my duty to give attention to the possible use of the apparatus of advertising in fostering or extending practices in restraint of trade. These tasks are entrusted to others and I have enough to do without attempting to usurp somebody else's job. I understand that sometimes you have rather vigorous differences with those who are administering the statutes to which I have referred. That you would have such differences is not unnatural and I am not here to explain or defend the policies of coordinate colleagues in government. They can and do speak for themselves.

However, I wish to make one thing clear at the risk of a further invasion of the privacy of my personal economic views. If I have a point of view about advertising, it is that under the sort of expanding economy I would like to see *there should be more of it*. That is, more of the right kind.

### For An Expanded Economy

I disclaim any responsibility for whatever public skepticism there may be about advertising. I have the general impression that some second-raters may have crawled under the tent of the top-flight performers, imitated your techniques and deceived the consumer. But this is merely a personal hunch and has nothing to do with my job. I mention it only for the reason that I gather from some of your trade publications that I am expected to say something unpleasant.

The truth is that I have for many years advocated a greatly expanded productive economy. This, of course, involves a vastly accelerated production and distribution of consumers' goods. If, as you believe and as I assume, advertising is the cheapest and most efficient selling method, then under more normal circumstances the increased use of proper advertising should accompany the expanding economy which I have always advocated and which I hope will follow this war.

Unfortunately the "more normal circumstances" to which I have referred do now exist, and our problems must be weighed in the light of extraordinary conditions, some of which I shall discuss later. However, I wish to emphasize at this point that I am somewhat bewildered by the attitudes that assume I am hostile to advertising because some of your problems happen to come within the scope of the job I am trying to do. I think if time permitted an individual interchange of views, most of you would find that we are in the same corner and that our areas of agreement would be overwhelmingly greater than our points of difference.

### Advertising Is Important

The objective of the Office of Price Administration is to prevent unwarranted price increases. The purpose of the Civilian Allocation Division is to assure the most equitable distribution and the maximum supply of goods for civilian consumption without sacrifice of defense requirements. I have responsibilities in these closely related fields. And it will be my purpose, as it has been in the past, to discharge those responsibilities in a manner which will mantain the maximum of free choice and judgments by all groups which may be affected.

You don't expect me to tell you that advertising is not going to suffer in this defense program. I wouldn't try to kid professionals. But I can tell you with all conviction that I regard it as part of my job to do what I can to maintain the maximum of civilian activity in our economy consistent with the basic requirements of defense. And I ask you to believe me when I say that since the question has been raised—frankly it never occurred to me until recently—I consider that advertising is included in the category of important civilian activity. I say this with full recognition that no one can say with certaintly whether "advertising" is a business, a practice or a state of mind. However, what seems to be concerning some of the advertising profession are my motives.

### 'Talk' on Everything

Again let me say for myself—and this goes for my entire organization—that there exist no secret or subtle designs with respect to advertising or any other legitimate business practice. Having said this, I hope I shall not find it necessary to reiterate such an obvious statement of fact. I accept the apoligies of those who may be responsible for making me feel that it is essential to disavow a destructive intent.

Some hard-bitten skeptics may feel that what I have said up to this point is taking refuge in vague

(*Continued on page 35*)

# Suits Retain Status Quo For Chains

## Decision Is Not Likely Prior to Spring Next Year

MAINTENANCE of the status quo of network-affiliate relationships until well into 1942 is foreseen as a result of litigation instituted by NBC and CBS against the FCC's chain-monopoly regulations and the counter-measures taken by the Government in the FCC's behalf.

With hearings on the applications of the networks and NBC's co-plaintiffs, WOW and WHAM, scheduled for Dec. 15, and with arguments on motions of the FCC to dismiss the proceedings set for the same time, legal observers felt an adjudication hardly can be forthcoming until Spring, at the earliest. Either way, it is expected a Supreme Court ruling on the jurisdictional phase will be sought.

Under the stipulations and letter agreement subscribed to by both the Government and the networks, filed with the statutory three-judge court in New York last Wednesday in lieu of issuance of a temporary restraining order, provision is made for possible appeals by either side to the highest tribunal. Should the networks procure a temporary injunction, the way would be open for the Government to go direct to the Supreme Court on the jurisdictional issue. Whether the Solicitor General, as the chief Government lawyer, would sanction such an appeal, however, cannot be foretold; nor can the acceptance of certiorari by the highest court be predicted.

### Breathing Spell Seen

If, on the other hand, the court should deny the motions for injunctive relief or grant the FCC's motion to dismiss, or its alternative motion for summary judgment, amounting to outright dismissal, the way would be open for the networks to seek certiorari on direct appeal to the Supreme Court. The same uncertainty would surround acceptance of such a review by the court.

While the stipulations entered into by the direct parties provides for postponement of the effective date of the chain-monopoly regulations pending hearing and decision by the three-judge court on the preliminary injunction, the supplementary letter agreement specifies that the Commission will take no steps to enforce the rules for a period "of not less than 10 days after service of an order" of the court disposing of the motions for the preliminary injunction. That assures another breathing spell, even should the court judgment be adverse to the networks.

That, it is presumed, would give the networks sufficient time to file a new appeal with the Supreme Court and presumably seek another restraining order. The Government, however, in the letter agreement, subscribed to and released by network counsel, specified that it would be "free to oppose and contest any application by plaintiffs for a further stay of said order of the Commission".

### Two Days Probable

How much time the three-judge court will allow for argument on the temporary injunctions and the FCC's opposition motions has not been indicated, but it is surmised that possibly two days may be entailed. MBS, which already has intervened in the proceedings, is expected to join in the arguments, supporting the Commission's position throughout.

While the court is expected to act with reasonable expedition in the case, as long as a month may elapse before its decision is forthcoming. That would be after the first of the year. Then the way would be cleared for attempts to get into the Supreme Court by one side or the other. Should the temporary injunction issue and should the Government elect not to go to the highest tribunal, the case then would go to trial on the main complaints seeking permanent injunctions, which probably would mean no determination until well into 1942, at the earliest.

The industry is watching the proceedings avidly. NBC and CBS affiliates generally heaved a sigh of relief when the court last week in effect encouraged the stipulations postponing the effective date, in lieu of issuing a temporary restraining order. District Judge Henry W. Goddard, who presided at the motions court, had strongly intimated that he would issue a restraining order if a voluntary stay had not been worked out.

Sitting with Judge Goddard in the proceedings will be Circuit Judge Learned Hand, who will preside, and Federal Judge John Bright, newest member of the bench.

### Lots of Legal Talent

It is expected that FCC General Counsel Telford Taylor and his chief assistant, Thomas E. Harris, will handle the Dec. 15 arguments for the Government, assisted by Samuel Brodsky, recently appointed special assistant to the Attorney General, who has been assigned to the Government's case since the institution of the network suits.

All three attorneys signed the Government motions to dismiss and Mr. Taylor entered an affidavit

(*Continued on page 58*)

**For FCC motions to dismiss and affidavit of General Counsel Telford Taylor, see Pages 40-41.**

## TEXT OF AGREEMENTS ON NETWORK RULES

*FOLLOWING is the text of identical stipulations entered into by the FCC with CBS, on the one hand, and NBC and its co-plaintiffs, WOW, Omaha and WHAM, Rochester, on the other, deferring the effective date of the FCC's chain-monopoly regulations until the statutory three-judge court in New York acts on pending motions for a preliminary injunction scheduled for hearing "on or before" Dec. 15, in Civil Action No. 16-179:*

**It is hereby stipulated by and between all the parties by their respective counsel:**

**1. That counsel for all parties will cooperate to bring on for hearing on or before December 15, 1941 the Motion for Preliminary Injunction heretofore filed by plaintiff and the defendants' Motion to Dismiss the Complaint or, in the alternative, for Summary Judgment.**

**2. Pending such hearing by this Court and the determination by it of plaintiff's said Motion for Preliminary Injunction, the defendant Federal Communications Commission is suspending, and will take no steps for enforcement or application of, the Commission's Order of May 2, 1941, in Docket No. 5060, as last amended October 11, 1941, with respect to any failure by any radio station to comply with such Order.**

**3. Any party hereto may move before the Court to modify the terms of this stipulation to the same extent which such party would be entitled to had this stipulation been in the form of a temporary restraining order issued after hearing.**

**Text of Letter Agreement**

*Supplementing this stipulation was the following letter subscribed to by counsel for the Government and the plaintiffs:*

**In connection with the filing in the three-judge District Court for the Southern District of New York of the stipulation between the parties in the above proceeding, providing for suspension of the Commission's Order in Docket No. 5060, as amended, we wish to express the understanding of the parties with respect to matters not covered in said stipulation.**

**In the event that the Court in said proceeding denies plaintiffs' motion for a preliminary injunction, defendant Federal Communications Commission will take no steps to enforce or apply its said Order for a period of not less than ten days after service of an order of the Court with notice of entry so disposing of plaintiff's motion. It is further understood in this connection, that defendants will be free to oppose and contest any application by plaintiffs for a further stay of said Order of the Commission.**

**It is the further understanding and agreement of the parties to said proceeding that the aforesaid stipulation does not prevent the defendant Federal Communications Commission from continuing in accordance with its past practice to require licensees to advise said Commission from time to time of the terms or status of their network affiliation contracts in order that said Commission may be fully informed thereupon.**

**If the foregoing statement conforms to your understanding, kindly sign the enclosed copy of this letter and return the same to the Commission.**

SAMUEL BRODSKY

## Young Federal Lawyer Handles FCC Case in Suit

"ATTORNEY for the United States of America" is the title of this young barrister, named to represent the Government in the actions brought by CBS and NBC-WOW-WHAM seeking to enjoin the FCC from invoking its chain-monopoly regulations.

Samuel Brodsky was designated within the last fortnight by Attorney General Biddle as a special assistant to the Attorney General in the proceedings. He is collaborating with Telford Taylor, FCC general counsel, and Thomas E. Harris, assistant general counsel, who are participating as attorneys for the Commission.

Mr. Brodsky was born in Kansas City, Mo., in 1912, but was raised in Tulsa, Okla., where he attended grade school and the University of Tulsa. He was graduated from Harvard Law School, completing a three-year course in 1936.

Immediately after graduation Mr. Brodsky became secretary to New York Circuit Judge Julian W. Mack. In 1938 he was named assistant to the U. S. Attorney, remaining there for four years, until his designation to represent the Government in the network proceedings immediately following the filing of the suits on Oct. 30.

Why, of course! Everyone knows it! Everyone, that is, who makes it his business to keep up with such things. To radio people in the know, therefore, it is more or less common knowledge that, based on station ratings in 31 leading markets, WKY ranks at or near the top among NBC-Red stations throughout the day and that other Oklahoma City stations rank well toward the bottom among their network affiliates in these same 31 markets in percent of programs heard.

At various periods of the day, WKY ranks first, second, third . . . never lower than seventh in program rating in this impressive list of 31 top-ranking NBC-Red stations.

A station which ranks that high nationally must be somewhat of a tip-topper at home. And that, my dear, is what practically everyone knows . . . especially those time-buying fellows who have this information at their fingertips and make it a point to keep up with such things.

**WKY**

**OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

# Price Control Bill Amendment Yields Advertising Protection

### OPC Powers Defined, Limited in New Measure; No New Tax Legislation This Session

SOME PROMISE of allaying advertisers' fears over increased Federal control of advertising and marketing practices, through anti-inflation price control legislation, was seen last week when the House Banking & Currency Committee reported the Emergency Price Control Act of 1941 and included in it a definitive provision excepting "aids to distribution" from the anticipated Frederal control. The measure (HR-5990), sponsored by Chairman Steagall (D-Ala.) and an Administration "must", probably will come up for House debate early in the Nov. 17 week.

The price control bill probably will be one of the last pieces of major legislation for the House this session, it is thought. Despite efforts by Secretary of the Treasury Morgenthau and President Roosevelt to secure immediate attention and action on another huge five-billion dollar tax bill, Congressional leaders have indicated there is not the ghost of a chance that such far-reaching tax legislation can be considered and passed before next session. Following action on the price control measure, it is understood the House plans to take a vacation through most of December.

Indication that the Committee carefully considered possible effects on advertising in framing the bill was shown in its action in including the specific limitation of powers under the act and in revising provisions of the bill as originally introduced. In its original form the bill provided broad powers for the Office of Price Control over selling and marketing practices, among others. In the new bill these powers have been specified to cover "speculative or manipulative practices or hoarding", with nothing specified as for selling and marketing practices.

After reviewing the powers granted OPC, the bill provides: "The powers granted in this section shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act."

Commenting on this limitation of powers, the committee report stated:

"The powers of the administrator (OPC) are limited in the case of newspaper and other advertising. Newspapers and advertising agencies expressed fears to the committee that the powers in the bill on which the committee held hearings might be susceptible of use, or might operate, to curtail the advertising services rendered by newspapers, and thus interfere with accepted policy in relation to the press. Since newspapers are dependent on advertising, the committee deemed it wise also to limit the powers of the administrator with respect to normal business practices of newspapers and others."

It is believed that the pending bill, barring unexpected changes, would protect normal advertising, selling and promotion costs, fair trade, unfair trade and other regular distribution practices. The amendment limiting the powers over advertising practices is understood to have been sponsored by Rep. Patman (D-Tex.).

## Army Advisor

A. A. SCHECHTER

# Schechter Advises Army on Publicity

### NBC Official Now Conducting Survey of Entire Setup

A. A. SCHECHTER, director of news and special events of NBC, has been named a special adviser to the Bureau of Public Relations, War Department, it became known last week. Reporting directly to Brig. Gen. Alexander Surles, chief of the bureau, which encompasses press, radio and motion pictures, Mr. Schechter will be in Washington at least two days a week.

Niles Trammell, president of NBC, has granted Mr. Schechter leave to handle the War Department assignment which is expected to run indefinitely. He will, however, retain his NBC connection in New York.

In discussing the appointment Gen. Surles said he wanted to obtain the services of a "crack professional expert" to look over the War Department's public relations setup with a view toward improvement of service to newspapers, radio and other media of information. Naturally, Gen. Surles pointed out, the War Department can never put its public relations on the same scale as a commercial firm because it is basically a military operation. However, there are many factors in common and it is with the idea of developing these that Mr. Schechter will work, he said.

#### Conducting Survey

At present the NBC news chief is making an inspection of the complete War Department public relations bureau, not confining himself to radio alone. After this is completed he will make a report of his findings together with recommendations to Gen. Surles.

The appointment of Mr. Schechter is in line with a long-range policy of public relations first enunciated by General George C. Marshall, chief of staff, when the national emergency began. The policy provides for complete cooperation by the Army with news media and the furnishing of all information that does not come specifically under the heading of secret, restricted or confidential. It was this policy which led to the raising of the press section of the War Department to the status of a bureau with a brigadier general responsible to the Chief of Staff and Secretary of War in charge.

# *Ted Church Is Named American Advisor In London for Broadcasts of the BBC*

WELLS (Ted) CHURCH has accepted the post of American Advisor to the British Broadcasting Corp. for its North American Service, BROADCASTING was advised this week. Mr. Church will leave for London during the week of Nov. 24.

Mr. Church

Until recently Mr. Church was radio director of the Republican National Committee, handling that party's radio activities from July, 1938, through July, 1941. Previously he had seen lengthy service in virtually all phases of American radio.

He joined radio from the ranks of the Washington newspaper correspondents in 1931, serving CBS in Washington in a wide variety of posts directly under Vice-President Harry C. Butcher until 1936. Following a short stay with the GOP in the 1936 Presidential campaign, he worked at NBC and on commercial programs in New York until 1938 when he returned to Washington.

#### General Advisor

The appointment culminates a long search by BBC officials for an American to pass judgment on programs intended for American listeners, according to Lindsay Wellington, BBC North American Director. The job to be done, Mr. Wellington said, requires full knowledge of American radio—the structure of the industry, national and regional listener and production habits in both commercial and sustaining fields, public and governmental relationships—and of the delicacy necessary in wartime in adjustments in international broadcasting techniques.

Mr. Church said he expected his duties to be that of general program advisor, working with the BBC North American service program director and checking program content and techniques for deviations from acceptable American listening.

"One thing I hope to be able to do," he said, "is to persuade BBC to carry more programs which are acceptable to the American networks and to individual American stations, so that British-American relationships may be made even closer. Program exchange at the moment is not entirely satisfactory. The British viewpoint, expressed by Britons, should be heard in this country much more so than it is at present.

"As I understand it, part of my work will be to assist in the discovery and development of such acceptable British programs. I believe this to be radio's first step on the road to real international understanding. The time should not be far off when British commentaries will be as common in this country as those, for example, of Raymond Gram Swing and Albert Warner are in England."

Mr. Church is married, has two sons, James, 10, and Robert, three months. His family will remain in Washington. He said he expected to return to America for a brief visit in July, 1942.

## More for Lava

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), is adding 11 stations to its original list of 30 for its 26-week campaign of one-minute transcribed announcements, 16-20 times weekly [BROADCASTING, Oct. 6]. Of the additions WTAM WGY WBCM and KRNT have already started with New York City stations WBNX WEVD WMCA WHN WNEW WOR and WOV to get under way Dec. 1. Agency is Biow Co., New York.

## General Foods Spots

GENERAL FOODS Corp., New York (Maxwell House Coffee) starting Nov. 10 is conducting a special five-week campaign of one-minute transcriptions in the Chicago area on WMAQ, WBBM and WGN. Benton & Bowles, New York, the agency, indicated there was no expansion contemplated for the present.

*Bouquets to you from*

# THE PERFECT COMBINATION

5000 WATTS

570 kc

● WSYR's new 5000 watt power at 570 kc is indeed "The Perfect Combination."

An idiosyncrasy of radio makes it so. 5000 watts at 570 kc will send a 2-millivolt signal 52 miles. At 1400 kc, to deliver the same signal the same distance would require 340,000 watts!

It's a Perfect Combination that's handing every one of our advertisers a bouquet—a "bonus" bouquet of greater coverage, better penetration and increased selling-power!

Now, more than ever, WSYR is a wise radio buy. Now, this one station at one cost reaches 27 of the most prosperous, populous counties in all New York State!

**WSYR** SYRACUSE, N. Y. NBC

AN H. C. WILDER STATION ● REPRESENTED BY RAYMER

### WNEW's Jackpot

WHEN a local independent station and its talent is the feature of programs on NBC-Red and Blue the same evening, that's promotion on a grand scale. Which is what WNEW, New York, attained last Wednesday night when the principal guests on the NBC-Blue *Chamber Music Society of Lower Basin Street* were WNEW's Merle Pitt and his "Five Shades of Blue" orchestra, as well as Martin Block who conducts the WNEW *Make Believe Ballroom* program. At the same time, 9-9:30 p.m., on the Red network, the Eddie Cantor program, *Time To Smile*, featured a takeoff of WNEW's all-night *Milkman's Matinee.*

CONVERSATION was pleasant at a recent Los Angeles luncheon honoring Mrs. Dorothy M. Lewis, New York vice-president of the Radio Council on Children's Programs, who is making a nationwide survey. Jennings Pierce, NBC Western division agricultural director (seated), outlines a proposed radio series to Mrs. Lewis, while Glan Heisch, KFI-KECA, Los Angeles program manager, listens.

## *FCC Postpones Resumption of Hearing Covering Newspaper-Radio Ownership*

APPARENTLY striking some snags in its preparation of revised exhibits on newspaper ownership of broadcast stations, the FCC on its own motion has deferred until Nov. 27 resumption of the newspaper-ownership hearings. At completion of preliminary phases of the inquiry on Oct. 23, during which the Commission's "affirmative" case was presented, FCC Chairman James Lawrence Fly announced a three-week respite until Nov. 13. The Nov. 27 date affords a further two-week postponement.

Scheduled for first attention as the hearings reopen are the revised FCC exhibits, which were attacked by counsel for the Newspaper-Radio Committee for obvious inaccuracies in the opening days of the proceeding in July. Following introduction of these corrected statistical data, along with some new exhibits, the Newspaper-Radio Committee is to start presenting its affirmative case, probably starting with a group of statistical analyses from the industry point of view.

#### Hettinger Slated

The Committee, which has not revealed its complete plans, will present Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfield, Columbia U professor and former head of the Princeton Radio Research Project, as industry witnesses to go into the statistical matter to be offered. Members of the Committee met in New York on Nov. 7 to discuss hearing plans with Chairman Harold Hough, Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Committee.

With departure of David D. Lloyd from the FCC legal staff to join the legal department of the Economic Defense Board, Eugene Cotton, young New York attorney, has been named to succeed him as chief of the FCC newspaper inquiry unit.

Since its opening session on July 23, the FCC newspaper-ownership investigation has limped along with repeated postponements. Five Commission lawyers have had an active hand in examining witnesses to develop the FCC's thesis opposing newspaper ownership of broadcast facilities. Despite an announced plan to hold hearings three days weekly, the proceedings slowed to a snail's pace in recent weeks, with hearings actually held only one or two days a week.

Mr. Cotton joined the FCC legal staff Oct. 2 as special counsel. The 27-year-old attorney was born in New York. After a year with the firm of Szold & Brandween, he spent four years as a senior attorney in the Litigation & Hearing Division of the New York State Labor Relations Board. A 1935 graduate of City College, New York, he received his law degree in 1936 from Columbia U.

### Seek Music Material

WQXR, New York, through Edgar Brown, its musical director, has taken the lead in an effort to get stations to play more American music, and this week is sending scripts, program notes, lists of musical compositions and other material of the broadcasts of its program *Meet the American Composer* to stations throughout the country as a pattern to follow in presenting similar programs. Already the following stations indicating an interest in the plan: WJSV WHCU WKRC WTIC WHOM WELI WAAB WHLD WHBC WSBT WFBL KHAS KGVO KGIR WMBD KVOS WRE WNAD KFPY KGB KVI KROD WGRC WDOD WDNC


# CRACK-O-DAWN SELLING!

**AT 5:30 sharp every weekday morning, KSFO's Farm Journal is on the air. Crack-o-dawn selling . . . that gets results! (Such good results, 6 sponsors signed in just one week!) With surveys indicating more farmers available to radio between 5:30 and 6:30 A.M. than any other time, KSFO's Farm Journal reaches—and sells—this vast, crack-o-dawn audience!**

**Austin Fenger, KSFO Farm Editor, packs his 60-minute program full of farm facts, market prices, forecasts, news, and music. Adding up to a fashioned-for-the-farmer program!**

**Farmers and their families like the "Journal". They tell us so in letters that come from every county in Northern California. (48 counties that make up one of the richest farm markets in the country!)**

**It's a responsive, crack-o-dawn audience that listens to KSFO's Farm Journal. Listens and buys the advertised products. At present, there is still room for additional sponsors. Did you say, "Tell us the details"?**

*The 48 counties of Northern California form one of the largest—and richest—farm markets in the entire country. Sweeping across 91,000 square miles, this vast area covers 23,000,000 acres of farm land. The average valuation per farm is $15,791 . . . over 2½ times higher than the national average. From fruit, vegetable, and grain products, and from livestock and allied products, the Northern California farmer receives one of the highest per capita farm incomes in the United States!*

**KSFO** A CBS STATION · SAN FRANCISCO
National Representatives:
Edward Petry & Co., Inc.

# OUTSIDE STATIONS KEEP OUT!

The Scranton—Wilkes-Barre Market (17th in the U. S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don't stand a chance.

Most of it is due to the Pocono Mountains and a few other natural obstacles that nip outside station signals in the bud. They can't get over the mountains.

But that's not all. WGBI does such a standout job in this industrial market of 652,000 people that outside stations don't stand much of a chance. That's proved by the fact that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this section listen to WGBI exclusively (Dr. Starch & Staff Survey).

WGBI is the only station heard throughout this Market... the only regional or clear channel station serving it.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

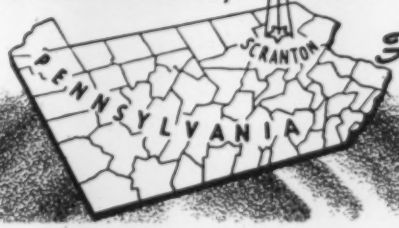
**WGBI**
**SCRANTON, PA.**

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTERS, Inc.

*Frank Megargee*, Pres.



## *COMMUNIST CLAIM OF TIME REFUSAL*

TO ALL appearances another link in a growing chain of complaints from opposing sides of pressure groups, a telegram signed by two representatives of the Communist Party demanding that the Commission compel NBC to grant a party spokesman free time on the air was received last Monday by the FCC. No action has been taken by the Commission.

The telegram, signed by Philip Frankfeld and Carl Reeve, representing the party in Eastern Pennsylvania, indicated that NBC had refused a request for broadcast time for a speech by William Z. Foster, chairman of the Communist Party. The spokesmen charged that NBC had carried a 30-minute broadcast by John Cudahy, ex-ambassador to Belgium, "to attack President Roosevelt". Chairman Foster spoke at a Communist rally in Philadelphia Nov. 14.

The Communist complaint was the third of its kind in the last month. Previous allegations of favoritism and unfairness had been directed at CBS and NBC by the America First Committee, and at MBS by Fight for Freedom Inc. Both organizations have directed their complaints to FCC Chairman James Lawrence Fly, who in each case has asked the cited networks for a "statement of facts" on the situation. In their answer NBC and CBS declared they were doing their best during a difficult time to give a reasonable amount of time to both interventionist and non-interventionist groups, denying all allegations of partiality in allocating time [BROADCASTING, Nov. 3, 10].

## Canada Buys Time

TO EXPLAIN farm income payments, the Department of Agriculture, Ottawa, is using an 11 station Canadian Broadcasting Corp. commercial net for thrice-weekly broadcasts which started Nov. 7, 11:15-11:30 (EDST). The program originates with the Prairie Farm Assistance Branch of the department. Account was placed by J. J. Gibbons Ltd., Regina, Sask.

**MANUAL ART** of woodworking is practiced as a hobby by Howard R. Chamberlain, assistant program director of WLW, Cincinnati. Here he works in his home shop on an artistic radio cabinet. He also is an expert rifle shot.

WTAG, Worcester, Mass., has started a new sustaining series highlighting the educational opportunities offered by the State Division of University Extension. John P. McGrail, supervisor of the State education bureau, interviews instructors on the courses they conduct.

## 2,200 Holiday Spot[s] Placed for Dried Fruit

CALIFORNIA MISSION PA[CK] Co., Los Angeles (California dried fresh and candied fruits), in an intensive three-week holiday campaign which starts Nov. 25, will use a total of 2,200 transcribed one-minute announcements, with Don Wilson, narrator, on a group of California stations.

List includes KRKD KMT[R] KMPC KIEV KGFJ KGER KFV[D] KFAC KFWB KFOX KECA KE[R] KNX KLS KLX KJBS KSA[N] KRE KYA KROW KFSD KG[O] KFMB KARM.

Firm will also sponsor on a staggered schedule, participation in *Ellie Albright*, *Norma Young's Happy Homes*, and *Let's Play Bridge*, on KHJ, Hollywood; *Knox Manning, News*, *Housewives' Protective League* and *Sunrise Salute* on KNX, that city; *Art Baker's Notebook* and *California Kitchen*, on KFI, Los Angeles; *Musical Clock*, on KECA, that city; *Al Jarvis' Make-Believe Ballroom* on KFWB, Hollywood; *Andy & Virginia*, KMPC, Beverly Hills, Cal. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery and Mayfield Kaylor are account executives.

## Latin Link Allowed

ADJUSTING its rules to conform with an Oct. 21 decision authorizing Press Wireless Inc. to engage in the transmission of outbound broadcast program material to Central and South America, the FCC last Wednesday amended sections 6.9 and 6.51 of its rules governing fixed public radio service. The amended regulations will permit "interception of addressed program material at points other than those specifically named in the license of fixed public and fixed public press service, with particular view to transmission of such program material to Central and South America". Press Wireless is slated to transmit MBS program service to Latin America [BROADCASTING, Oct. 27].

## Stevens Heads WHLS

HARMON L. STEVENS, former production manager of WHLS, Port Huron, Mich., has assumed the duties of manager of the station replacing Angus D. Pfaff. Mr. Stevens, who is a 50% owner of the station, has served as production manager, announcer and newscaster during the 3½ years the station has been on the air. Mr. Stevens' partner in the ownership of WHLS is his father, Herman L. Stevens, Port Huron City Commissioner. The station operates fulltime on 1450 kilocycles with 250 watts and carries programs of NBC Blue and Michigan radio network.

### WOR Studios Revised

ALL STUDIOS at WOR, New York, are currently undergoing a change to make them acoustically perfect so that music transmitted from them will be of a "concert hall quality". The new technique makes each studio a composite of uneven surfaces, with various shapes and sizes of sound-absorbing "baffles" applied irregularly to the four walls. Dr. Joseph Maxfield of Electrical Research Products Inc., designed the new acoustical treatment working with Edward Content, assistant chief engineer of WOR.


**Proved Listener Preference**

*Leading in "Firsts" in 18 Nation-Wide Popularity Polls*

KSD In St. Louis

FOR POWERFUL SALES STIMULATION

BASIC NBC RED NETWORK

*A Distinguished Broadcasting Station*

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

FRITZ CRISLER *Coach of Michigan's mighty Wolverines who are pointing for their traditional gridiron classic with Ohio State on November 22nd.*

# A GREAT PAIR

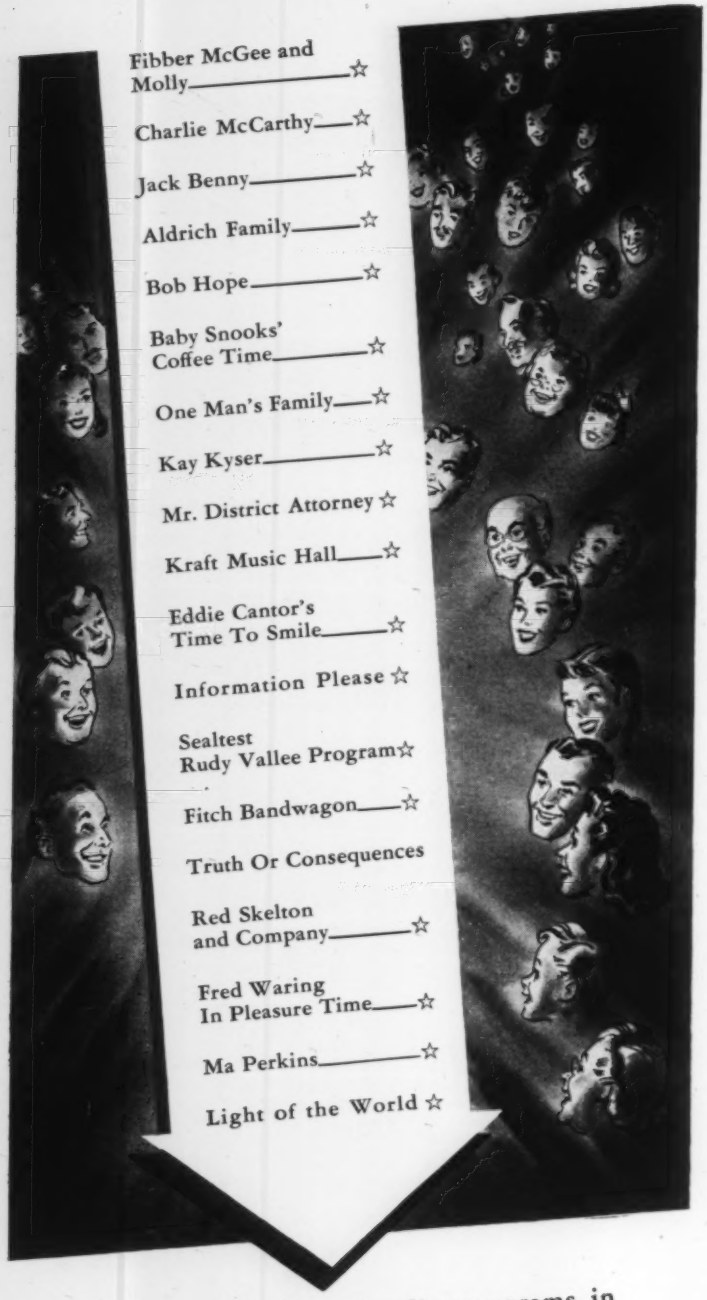
PAUL BROWN *who stepped into the coaching berth with Ohio State's Bucks after his remarkable high-school eleven last year scored 477 points to 6 for its opponents.*

**When the Universities of Michigan and Ohio State meet on the gridiron, there are thrills aplenty. And, when you let WJR and WGAR carry the ball for you in the top metropolitan markets of these two great states, there are thrills for you too ... the kind that only mounting sales can bring.**

**WJR**
THE GOODWILL STATION
*Detroit*

**WGAR**
THE FRIENDLY STATION
*Cleveland*

BASIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS, PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE


Fibber McGee and Molly ☆
Charlie McCarthy ☆
Jack Benny ☆
Aldrich Family ☆
Bob Hope ☆
Baby Snooks' Coffee Time ☆
One Man's Family ☆
Kay Kyser ☆
Mr. District Attorney ☆
Kraft Music Hall ☆
Eddie Cantor's Time To Smile ☆
Information Please ☆
Sealtest Rudy Vallee Program ☆
Fitch Bandwagon ☆
Truth Or Consequences
Red Skelton and Company ☆
Fred Waring In Pleasure Time ☆
Ma Perkins ☆
Light of the World ☆

The greatest schedule of radio programs in the world unquestionably attracts the greatest number of listeners in any market.

*In Chicago, it's on...*

**WMAQ**

**50,000 WATTS 670 Kc.**

Chicago key station of the National Broadcasting Company

**RED NETWORK**

Represented Nationally by the NBC Spot Offices in

New York Boston Chicago San Francisco Washington Hollywood Cleveland Denver


# 7 Sponsors Greet Debut of W53PH

## And They're Under Contract With Philadelphia Outlet

WHEN W53PH, FM station of WFIL, Philadelphia, went on the air for the first time Nov. 10, the opening day's schedule included seven commercial accounts. With the exception of Zenith radio, broadcasting FM demonstrations for promotion among dealers, all of the accounts are for a minimum of 26 weeks and four are for 52 weeks.

The initial W53PH FM advertisers include:

Motor Parts Co., Philadelphia (Zenith distributor), six 15-minute programs weekly of FM demonstrations.

Seven Up Bottling Co., Philadelphia (soft drink), six 5-minute news periods weekly, thru Philip Klein, Philadelphia.

Lit Brothers Department Store, Philadelphia (GE radios), six 5-minute news periods weekly, placed direct.

Keystone Automobile Club, Philadelphia (auto club memberships), six 30-second announcements weekly, thru James G. Lamb, Philadelphia.

Henry Hurst Inc., Philadelphia (linens), six 30-second announcements weekly, thru Aaron & Brown, Philadelphia.

Barr's Jewelers, Philadelphia (Gruen watches), 36 time signals weekly, placed direct.

Parkway Baking Co., Philadelphia (bread), six 5-minute news periods weekly, thru J. M. Korn Philadelphia.

### Radio Leaders Attend

Among broadcasters in Philadelphia Nov. 10 for the transmitter dedication were John Shepard 3d, president of the American Network, with which W53PH will be identified; Maj. Edwin H. Armstrong, FM inventor; Jack Latham, general manager, American Network; Fred Weber, of MBS; Ted Streibert, vice-president of WOR-MBS, and Jack Poppels, WOR chief engineer. On the dedicatory broadcast brief remarks were heard from Roger W. Clipp, vice-president and general manager of the stations; George H. Johnson, president of Lit Brothers Department Store and chairman of WFIL's board; Robert L. Johnson, president of Temple U; Charles H. Grakelow, Philadelphia's director of supplies and purchases. Samuel R. Rosenbaum, WFIL president, was m.c.

Mr. Clipp announced appointment of Felix Meyer as program director of W53PH. Mr. Meyer came to Philadelphia from New York in December, 1940, and spent several months at Philco's television station studying program presentation problems. He was on the producing staff of Mark Warnow's *Hit Parade* and Harry Salter's *Hobby Lobby* programs and was radio director of Atheron & Currier, New York, before coming to Philadelphia.

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WHIT are the call letters of the new local in New Bern, N. C., authorized Nov. 4 by the FCC to the Coastal Broadcasting Co. Inc. [BROADCASTING, Nov. 10].

**COMMERCIALS** utilizing marionettes featured the Atlantic Refining Co. sponsored telecast of the Penn-Navy football game in Philadelphia over Philco station WPTZ. Consulting the script (below) are Warren Wright, program manager of the station, and Jack Roche of N. W. Ayer & Son, handling the Atlantic account, while above Frank and Elizabeth Haines prepare to put the marionettes through their commercials.

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# Gaspipe Station Opens On Georgetown Campus

NEWEST addition to the Intercollegiate Broadcasting System, is GBS, new "gaspipe" station which started operating last Wednesday on the campus of Georgetown U. Washington. The station was set up by the University at a cost of slightly more than $2,000.

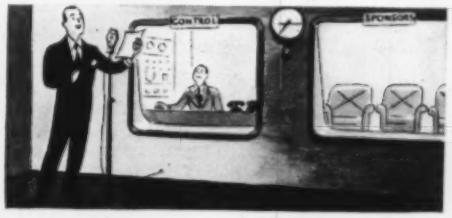
To be operated by students under a faculty supervisor, the outlet claims a potential audience of about 600 listeners, drawn from the 800 students. A studio has been established in the radio room of New North Bldg.

A daily broadcast schedule is planned, with a pre-breakfast bulletin of campus events. The signal is received on 100 kc. GBS officers include Carl Bunje, president, one of the originators of the gaspipe broadcast idea at Georgetown; Paul Hilsdale; Jim McSherry, program director; Oswald Schuette, technical director; Bill Blum, business manager; Jim Magarahan, executive secretary; Dick LeVieux, control operator; Martin Garvey, musical director; Dick Groff, chief announcer; Albert A. Austin, faculty advisor and director.

# "Two Years with the Right Woman"

*(or "You Can't Tell About Radio")*

## *by* ED EAST




**Chapter I.** ***Doldrums***—Radio is funny. You never know what's going to happen or why. Two years ago I started a morning show on WJZ—Breakfast in Bedlam—fairly early, seven to seven-fifty-five. Tried it alone. No sponsors—not so good.

**Chapter II.** ***La Femme***—So I got a woman (always a good idea). She couldn't act, sing or play a musical instrument—but she could talk—just plain talk—like people talk. Her name was Polly. Folks liked her—and Breakfast in Bedlam started to build. We got sponsors. That's good.

**Chapter III.** ***At Last***—We got more sponsors. Sponsors got more business. That's *very* good.

**Chapter IV.** ***Success***—Now Breakfast in Bedlam is *practically** sold out. *That's swell!*

Yes, Ed, once you get the right formula rolling on the right station, you can't help but click. And your sponsors have found that once an advertiser gets on the program with the right formula on the right station, his sales message can't help but click—and his cash register can't help but ring.

Nice going, Ed. Glad you found Polly.

**There are a few availabilities—one choice fifteen-minute period in particular. You could call or write Jim McConnell about this at WJZ. That would be wonderful!*

1921—1941

WJZ

NEW YORK'S PIONEER STATION

50,000 WATTS · 770 KC.

KEY STATION OF THE NBC BLUE NETWORK

## MBS OCTOBER GROSS UP 37.3% OVER 1940

FOLLOWING the announcement in the Nov. 3 issue of BROADCASTING that MBS would resume issuing monthly gross billing figures, the network last week released its gross billings for October, 1941, as $839,829. This figure represents an increase of 37.3% over the same month last year, which, without including political billings, was $611,794, or an increase of 7% over October, 1940. If political business is included, the total becomes $784,676.

Cumulative gross billings of MBS for the first 10 months of 1941 total $5,393,522, a 59.1% increase over the same period last year, when the total was $3,389,627 without political business. Including political revenue last year, the total was $3,562,509, making this year's total 51.4% over 1940's first 10 months.

FROM THE HALLS of WBAL to the uniform of a United States Marine goes Harold Azine (right), former continuity manager of the Baltimore station. Here he takes the oath of the Marine Corps in the office of Mayor Howard Jackson.

CHARGING misrepresentation in the sale of fish products, the Federal Trade Commission last Wednesday announced that a complaint had been issued against General Foods Corp. and Frosted Foods Sales Corp., New York, and General Seafoods Corp. and 40-Fathom Fish Inc., South Boston.

## Hearst Papers Start Weekly Tabloid Radio Section; Others Provide Space

WITH Hearst newspapers in 10 cities inaugurating weekly tabloid radio sections, many newspapers throughout the country have recently become aware of the readership value of radio news, and accordingly are expanding the editorial space devoted to radio. The idea for the Hearst radio supplement came from Mr. Hearst himself, who from San Simeon, Cal., recently wired his editors outlining the suggestion.

The four to eight-page supplement is handled individually in each city, and contains the week's radio listings, pictures, current radio news and developments, feature stories, etc. The weekly supplement is scheduled to start or has already started in Hearst papers in Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Oakland, Pittsburgh, San Antonio, and San Francisco. Albany, Milwaukee, and Seattle probably will get under way after the others have been launched.

In Chicago, it was learned that Marshall Field's new morning newspaper not only intends to devote considerable space to news of radio but is setting up a listening post, and will assign one man to cover news received via shortwave. The *Chicago Tribune* is revising its method of listing programs after a careful two-month study, and is planning to fill out the page by approximately doubling the daily radio stories.

### 'Pantagraph' Reforms

The *Bloomington* (Ill.) *Pantagraph*, which for years prided itself among the trade on its steadfast refusal to carry even daily listings of radio programs, has notified stations units listening area that, after 10 years, the listings will again be published.

The decision by newspaper publishers to provide more complete coverage of news of radio has been stimulated, no doubt, by a series of readership studies which indicated that there was possible revenue as well as increased readership interest in a comprehensive radio page. Dr. George Gallup in 1936 made a readership survey for the American Newspaper Publishers Assn. that showed the high popularity of radio columns. Surveys made by individual newspapers have corroborated Gallup's findings.

The results of a confidential survey made last year by Porter Bibb, account executive of BBDO, New York, and at that time radio publicity director of the agency, showed that, in most cases, the radio page, after page one, and the comic section, was the most widely read feature in the paper. On that basis, it is expected that a number of newspapers that have traditionally given the cold shoulder to news of radio will eventually inaugurate radio columns as a regular feature.


**Old "Money Backs"**

"Shearing time"—another reason why advertisers use WOAI to cultivate the amazingly rich Central and South Texas market . . . a market in which WOAI is the most powerful advertising influence.

That Texas produces more than twice as much wool as the next ranking state is not so important to time buyers as is the fact that the great wool industry is centered in WOAI's primary territory.

In 1940 Texas sheep raisers realized $23,302,000.00 from the sale of wool—and this year the return will be even larger, for wool prices are up.

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

## NBC and CBS Set Maneuver Series

EYE-WITNESS reports of the final phases of the U. S. Army maneuvers in North and South Carolina will be heard on CBS and NBC Nov. 17-28, when the First Army, under the direction of Lt. Gen. Hugh Drum, and the Fourth Army Corps stage a series of battles, known as the CHQ phase of the "free maneuver".

### CBS Schedule

The CBS broadcasts are scheduled Monday through Friday, 4:30-4:45 p.m. during the two-week period, with two special broadcasts of the war games Nov. 23 and 30 during the regular CBS *Spirit of '41* defense program. Eric Sevareid, former CBS correspondent in France, will cover the Fourth Army Corps with headquarters at Chester, S. C., while William Slocum Jr., CBS director of special events, has been assigned to the First Army at Southern Pines, N. C. Both men are "veterans" of the last war games in Louisiana, and will again serve as regular "war" correspondents with the troops in uniform and subject to "capture".

NBC will present daily summaries and reports during the period, broadcasting 4:45-4:55 p.m. daily on the Blue. Also on the Blue at 7 p.m. Sundays, Nov. 16, 23 and 30, special descriptions are being presented, as well as Tuesdays and Thursdays, Nov. 18, 20, 25 and 27 on the Red network.

### WLW Coverage Plans

Assigned to the Fourth Army Corps from a point adjacent to its headquarters will be Dave Garroway of NBC's Chicago staff. From the Southern lines of the First Army maneuvers Don Gardiner of NBC's Washington staff will report progress, while Maynard Stitt, of the NBC special events division, will direct all coverage from Southern Pines headquarters.

WLW will also cover the North and South Carolina maneuvers. Cecil Carmichael, assistant to Vice-President James D. Shouse, will be in charge of maneuvers coverage, as he was during the Louisiana war games. James Cassidy, special events director of WLW, will announce the programs, and R. L. Redford, engineer, will handle the technical problems of the broadcasts. The staff will begin activities on Saturday, Nov. 15, at Chester, S. C.

## Artists' Sale Unchanged

STATUS of the sale of NBC Artists' Service to a syndicate group headed by John T. Adams, concert and radio talent manager, reported last week in BROADCASTING, was not changed, according to NBC officials. Purported sale, at a price of $100,000, was to include purchase of NBC's talent list of radio and concert artists, excluding all package programs.

Young Mr. Meier operates a service station selling Seaside Oil Company petroleum products.

As a day-by-day witness of KNX's power to sell, he's sold on the company's show on KNX.

"We're winning new customers every day," he says, "And it's the *Spelling Beeliner* on KNX they talk about."

KNX

LOS ANGELES

50,000 WATTS

Like others on the sales front where consumer reaction is first felt, Seaside station operators know the power of KNX to influence buying habits.

Seaside's *Spelling Beeliner,* Sunday show on KNX, has proved itself to the men who man the pumps... and the cash registers.

*COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA*

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, St. Louis, Charlotte, and San Francisco

## Research Group Formed

TO PROVIDE translators and source material in about 10 different languages for shortwave broadcasts to Europe, Short Wave Research Inc., non-profit organization, has been formed in New York at 122 E. 42nd St., with Marya Blow as president. Although full details on the group are not available, SWRI will work with independent stations and in an unofficial capacity with the Office of the Coordinator of Information. Vice-presidents are Ward Cheney and Bertram F. Willcox, secretary is Edward C. Carter, and treasurer is David F. Seiferheld.

### Blue in Kinston

PREPARATORY to its affiliation Dec. 1 with NBC-Blue, WFTC, Kinston, N. C., has redecorated its studios in downtown Kinston. Promotion of the event is being accomplished through window displays in leading stores, movie trailers and huge auto bumper displays.

## P&G Shifts Two Serials and Times on NBC-Red

PROCTER & GAMBLE Co., Cincinnati (Camay and White Naptha soaps), on Dec. 29 will make a complete shift in product, time and agency for two of its five-weekly serials on NBC-Red. *Guiding Light*, now heard on 71 stations Mon. through Fri., 3:30-3:45 p.m. for Camay Soap, through Pedlar & Ryan, New York, will go over to Compton Adv., New York, for White Naptha soap. At the same time program will shift to 11:15-11:30 a.m., now occupied by *Pepper Young's Family* on 67 stations for White Naptha. The latter program goes to the 3:30-3:45 p.m. slot, with Pedlar & Ryan taking over for Camay.

Meanwhile P & G has signed Martin Block, conductor of *Make Believe Ballroom* on WNEW, New York, to do cut-in commercials for the Camay show starting Dec. 1, shifting when the programs shift on Dec. 29.

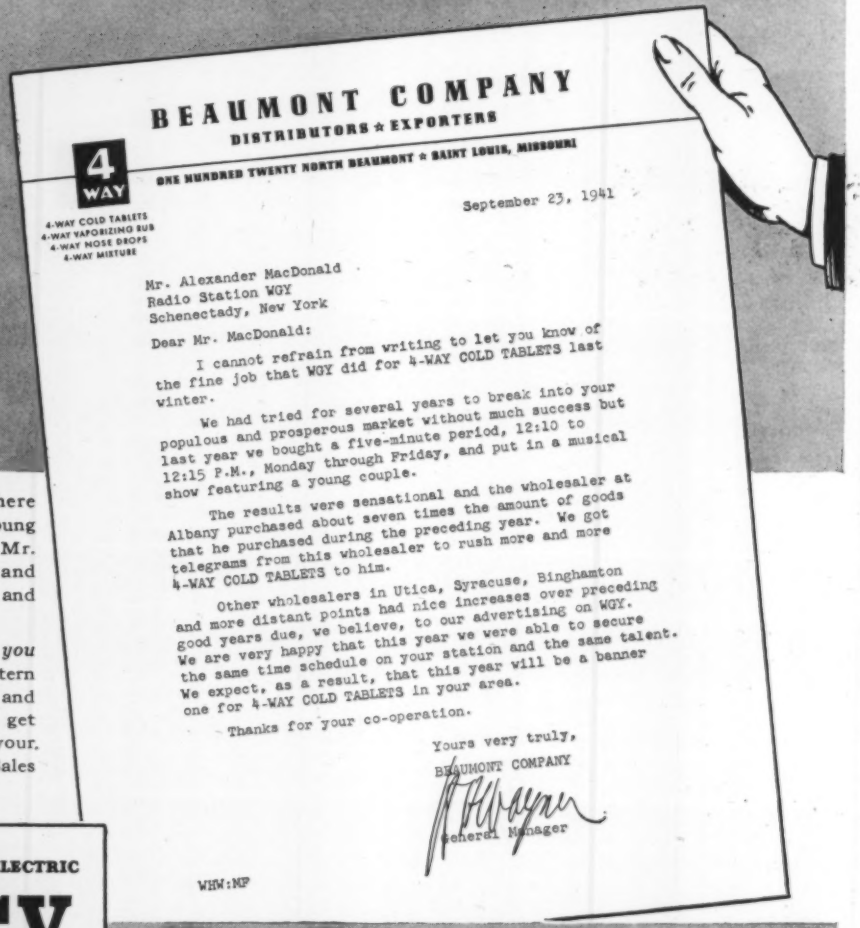
## Mueller News Series

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), through its recently appointed agency, Maxon Inc., New York, last week began sponsorship of two news programs, *Mueller's News with Mark Hawley* on 13-CBS stations, Wednesday, Thursday, Friday, 4:45-5 p.m. for 26 weeks and *News at Noon with Don Goddard* on WEAF, New York, Tuesday, Thursday, Saturday, 12-12:15 p.m., for 13 weeks. In addition company is planning to place spot announcements in several additional markets by the end of the week. Plans for the latter were not yet complete as BROADCASTING went to press.

### Sgt. Hodgkinson Missing

SERGEANT - PILOT BRIAN HODGKINSON, former staff announcer at CKY. Winnipeg, is reported "missing after air operations on Oct. 27" according to a cable received by his parents in Winnipeg.


# BEAUMONT Gets "Sensational" Results on WGY


BEAUMONT COMPANY
DISTRIBUTORS ★ EXPORTERS
4 WAY
ONE HUNDRED TWENTY NORTH BEAUMONT ★ SAINT LOUIS, MISSOURI
4-WAY COLD TABLETS
4-WAY VAPORIZING RUB
4-WAY NOSE DROPS
4-WAY MIXTURE
September 23, 1941
Mr. Alexander MacDonald
Radio Station WGY
Schenectady, New York
Dear Mr. MacDonald:
I cannot refrain from writing to let you know of the fine job that WGY did for 4-WAY COLD TABLETS last winter.
We had tried for several years to break into your populous and prosperous market without much success but last year we bought a five-minute period, 12:10 to 12:15 P.M., Monday through Friday, and put in a musical show featuring a young couple.
The results were sensational and the wholesaler at Albany purchased about seven times the amount of goods that he purchased during the preceding year. We got telegrams from this wholesaler to rush more and more 4-WAY COLD TABLETS to him.
Other wholesalers in Utica, Syracuse, Binghamton and more distant points had nice increases over preceding good years due, we believe, to our advertising on WGY. We are very happy that this year we were able to secure the same time schedule on your station and the same talent. We expect, as a result, that this year will be a banner one for 4-WAY COLD TABLETS in your area.
Thanks for your co-operation.
Yours very truly,
BEAUMONT COMPANY
General Manager
WHW:MP

The letter shown here was unsolicited. The "young couple" referred to by Mr. Wagner is "Otis and Eleanor," WGY vocal and instrumental duo.

For information on how *you* can get results in eastern and central New York and western New England, get in touch with WGY or your nearest NBC Spot Sales Office.

GENERAL ELECTRIC
**WGY**
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
New York · Chicago · Boston · Washington
Cleveland · Denver · San Francisco · Hollywood

WGY-61-211


## RULES AMENDED
### To Allow Station Breaks On Quarter-Hours

MOVING to place all half-hour programs on a parity so far as identification announcements are concerned, the FCC en banc last Wednesday amended Section 3.406 of its rules and regulations to permit stations to announce call letters "either at the quarter-hour before and after the hour or at the half-hour, as they elect". The change in regulations, previously requiring identification on the hour and half-hour, with certain exceptions for particular types of programs, was made on motion of MBS, it is understood.

Identification on the hour still is required under the rules, although the amendment in effect permits parity between half-hour programs starting on the hour and half-hour and those starting on the quarter-hour after the hour and running through to the three-quarter-hour, i.e., 1:15-1:45 p.m. Exceptions to the general rule include broadcasts of operatic productions, football and baseball games, continuous speeches and the like, in which station breaks would cause a disruption of continuity.

## Trammell Called In Suit By Songwriters in N. Y.

FIRST action to take place in the suit filed last April by 14 songwriters, 12 of them ASCAP members, against NAB, CBS, NBC and BMI is set for Nov. 17, when Niles Trammell, NBC president, is scheduled to appear in the New York Supreme Court by order of Justice Isidor Wasservogel for examination before trial.

The plaintiffs charge unlawful conspiracy on the part of the defendants to acquire control of the songwriting business at the time of the ASCAP-radio music war now settled, and are seeking damages totalling $1,217,000. In ordering Mr. Trammell's appearance Judge Wasservogel ordered several items struck from the list of questions to be asked, including the alleged "coercion" of bandleaders to play BMI music and the issuance of "false and misleading statements" to the public about ASCAP. Counsel for the group of songwriters is Daru & Winter, New York.

## Washington Apple Spots

WASHINGTON STATE Apple Advertising Commission, Wenatchee, Wash. (Delicious apples) conducted a concentrated campaign for Thanksgiving business with a two-week spot announcement drive on 13 stations. Hundred-word spots were used two and three times daily during the campaign on WTCM WAPI WALA WSM KTBS KDAL KFYR KFSD WREC WXAX KLRA KFRC. Agency is J. Walter Thompson Co., San Francisco.

### House Sheet

STILL another station house organ! KFDM, Beaumont, Tex., now publishes a bi-weekly tabloid carrying a complete schedule of programs as well as editorial matter devoted to programs and personalities on the station. It is distributed by Western Union.

## Hal B. Rorke Is Named To CBS Publicity Post

HAL B. RORKE, since early 1937 in charge of CBS West Coast publicity with headquarters in Hollywood, has been appointed assistant publicity director of the network and assumes his New York post Dec. 1. He will work with Louis Ruppel, CBS publicity director. Mr. Rorke replaces Theodore Weber, who resigned in mid-November to join the Chicago morning newspaper *AM*, as amusement advertising manager.

Mr. Rorke

Before entering radio, Mr. Rorke did publicity work for MGM film studios and was women's page editor of the *Los Angeles Times* from 1934-1936. Prior to that he was on the staff of the *Los Angeles Illustrated Daily News* for eight years, two of which he served as managing editor. Following his graduation from Stanford in 1925 he was affiliated with the United Press New York office for a year.

### Stock Show Spots

GRAND NATIONAL Livestock Exposition, San Francisco, which will attract livestock dealers and breeders from the entire nation Nov. 15-22, is using San Francisco radio extensively to call attention to the combined livestock, horse show and rodeo in San Francisco's new million-dollar livestock pavilion. A total of 200 spot announcements are being used on KPO KGO KSFO KYA KJBS KSAN KFRC. In addition, participations are being used three times weekly on Dude Martin's cowboy program on KYA, on Charlie Marshall's KQW program and on Austin Fenger's *Farm Journal* of KSFO. Agency is Gerth-Knollin Adv., San Francisco.

FRANCES FARMER WILDER, CBS Pacific Coast educational director, as result of her personally supervised, weekly half-hour current events program, *What's It All About?*, has been made a member of the Pacific Southwest Academy, Los Angeles affiliate of the American Academy of Political & Social Science.


**WDSU**

**NEW ORLEANS**

soon will be

**5000 WATTS**

Day and Night

WEED AND COMPANY

*National Representatives*

New York • Detroit • Chicago

San Francisco



**GIVE YOUR PROGRAMS**

**NEW Life**

**WITH THE NOVACHORD**

From its single piano-like keyboard come **thousands** of musical ideas that SELL!

One man . . . one instrument . . . yet the Novachord gives you the brilliant effects of *many* musical instruments—more music, more color, more variety than you ever thought possible.

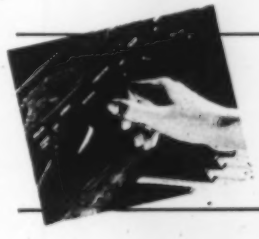
Whatever your musical requirements—colorful fill-ins . . . distinctive themes and signatures . . . melodic transitions . . . or rich, delightful music to carry the full weight of entertainment—the Novachord fills the bill.

Easy to play for any pianist . . . conveniently movable . . . amazingly versatile . . . the Novachord offers a fascinating, new solution to almost every musical problem. It is a profitable investment for any radio station large or small.

Find your nearest Hammond dealer in the classified phone book. Let him demonstrate the Novachord's amazing possibilities. Let him show you the countless ways it can give your programs a new musical "lift."

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARPSICHORD • CORNET • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELESTE • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • PICCOLO • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and MANY MORE



Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you *color* your music with effects of orchestral instruments.

**HAMMOND NOVACHORD**

The NEW idea in music—by the makers of the HAMMOND ORGAN.

If you haven't received your FREE recording of Collins Driggs at the Novachord, send for it today. There's a full half hour of thrilling music on its two sides, all Public Domain, for your use . . . any time. Write: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE

# *FCC Grants New Station in Louisville; Regional Will Operate on 1080 kc.*

LOUISVILLE'S fifth radio station was authorized last Wednesday when the FCC granted the petition of Mid-America Broadcasting Corp. for a reconsideration and grant of its application for a regional outlet in the Kentucky city and simultaneously issued a construction permit for operation on 1080 kc. with 1,000 watts night and 5,000 day, unlimited time, employing a directional antenna and subject to "special proof of performance" to the Commission.

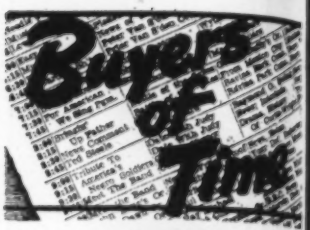
The grant also cancelled a hearing on the application that had been hertofore scheduled. The 1080 kc. channel is occupied by KRLD, Dallas, and WTIC, Hartford, dominant Class I-B stations—both using 50,000 watts and a directional antenna at night.

Principals in the new corporation are Milton S. Trost, part-owner of a local department store, who holds 255 shares of the permitee's 875 shares of stock issued; Emanuel Levi, formerly business manager of the Courier-Journal & Louisville Times Co. and now in his own insurance business, 140 shares; Lawrence Jones, a director of the Frankfort Distilleries, 140 shares; James F. Brownlee, president of the Frankfort Distilleries, 70 shares; E. T. Altsheler Jr., head of a local tire agency, 70 shares; Henry Fitzhugh and Mary Peabody Fitzhugh, 70 shares each; Willard Johnson, 50 shares; and L. T. Smyser, president and director of a local realty firm, 10 shares. Messrs. Brownlee, Trost and Altsheler hold the positions of president, vice-president and secretary-treasurer, respectively.

Louisville is served at the present time by four other stations—the 50,000-watt WHAS, the 5,000-watt WAVE, WINN and WGRC, located just across the river in New Albany, Ind. All four are affiliated with national networks.

## Calide Labs. on KSFO

CALIDE LABORATORIES Inc., Oakland, Cal., (Caylonic plant tonic), using radio for the first time, recently started a test campaign with six-weekly participations in Gordon Owen's *Home Service* program on KSFO, San Francisco. A sample offer is being made during the broadcast, and according to the agency handling the account the reply has been highly satisfactory. W. Warren Anderson, of Leonard D'Ooge & Associates, Oakland, agency, stated that if the present radio test is successful, the sponsor may spread his radio to other markets.



**GEORGE L. TRIMBLE**

A MAP showing the migrations of George L. Trimble, manager of the media department, Marschalk & Pratt, would look like a travel ad. Born at Kansas City, in 1899, George attended school in Denver, but his college courses were at Tulane in New Orleans and Syracuse in New York State. His first advertising experience was in the production department of the old McMullen agency in Manhattan. A year there preceded his enlistment in an Army training course at Princeton during World War I.

In 1923 George joined Marschalk & Pratt. His first assignment with this New York agency was as a field investigator in the marketing division. He learned to ring doorbells and interview dealers. That analytical viewpoint guided him in organizing the media department at M&P. About 13 years ago, George bought his first radio time by telephoning KDKA and convincing the Pittsburgh station manager that a series of recorded programs would "sound fine".

In those days stations had no representatives. Broadcast time was sold, or bought, through brokers. Coverage maps were mostly circles or outlines of guesses. Marketing information was equally sketchy. And merchandising of radio programs was strictly catch-as-catch-can.

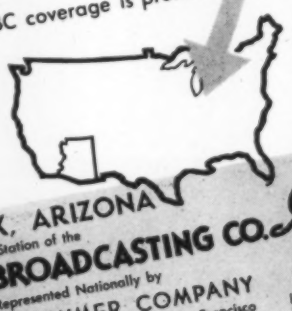
"Today," George frankly admits, "radio timebuyers have a lot easier life because we have so many more facts upon which to base our judgment."

The Trimble home in Bloomfield, N. J., is enlivened by two boys, aged 6 and 11. George's non-commercial time is most often devoted to a home workshop where he turns out cabinet work with professional skill.

KVOO, Tulsa, has started a new program, *Camp Barkeley Calling*, which will report the activities of Oklahomans in Uncle Sam's service at Camp Barkeley, near Abilene, Texas. Material for the broadcasts is furnished by the Camp Barkeley Press Division.

THE "Wildcat" schedule for '41 has been a thriller! The finest team in University of Arizona history is already a cinch to win the Border Conference Championship. ABC Sports announcers Andy White (KVOA) and Lee Karson (KTAR) have traveled as far as the Notre Dame Stadium at South Bend in guaranteeing the fans at home accurate "on-the-spot", play-by-play coverage of every game.

Nothing missed! No wonder KTAR-ABC coverage is preferred by listeners and advertisers alike in the rich Arizona market.



The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W · 620 KC
★★KVOA-Tucson 1000 W · 1250 KC
★★KTUM-Yuma 250 W · 1240 KC
★★KGLU-Safford 250 W · 1450 KC
★KCRJ-Jerome 250 W · 1240 KC
★KWJB-Globe 250 W · 1240 KC
★KYCA-Prescott 250 W · 1450 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

## NAB DISTRICT MEETS START FINAL PHASE

BEGINNING the final lap of the district meeting circuit this fall NAB President Neville Miller and Frank Pellegrin, NAB director of sales promotion, left Washington Nov. 16 to participate in the District 6 meeting in Memphis, Nov. 17-18. The NAB executives then will continue en route to seven remaining district meetings scheduled through December, traveling to the West Coast and concluding with the District 9 meeting in Chicago Dec. 15-16. They will have attended all 16 district meetings held this fall.

### Kirby Talks

Also participating in meetings in Memphis, Dallas, Los Angeles and San Francisco will be E. M. Kirby, NAB public relations director on leave as civilian director of the radio branch of the War Department Bureau of Public Relations. Mr. Kirby and other representatives of the radio branch will attend all the NAB district meetings, explaining the functions of the Army organization in regard to broadcast operations. An important development of this participation has been the movement to hold meetings of radio news editors to discuss and correlate news aspects of the defense situation.

The remaining district meetings, with dates and locations, follow:

District 3—no meeting date set, but not to be held until after first of year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 13—Nov. 19-20, Baker Hotel, Dallas.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 15—Nov. 28-29, Palace Hotel, San Francisco.
District 17—Dec. 1, Heathman Hotel, Portland, Ore.; Dec. 2, Washington Athletic Club, Seattle.
District 14—Dec. 8-9, Albany Hotel, Denver.
District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.
District 9—Dec. 15-16, Palmer House, Chicago.

### Educational Journal

ASSOCIATION for Education by Radio, Chicago, has started publication of monthly *Journal*, sent gratis to association members. Editor is James G. Hanlon; business manager is George Jennings. On the publications committee are: Elizabeth Goudy, director of radio, Los Angeles County Schools; Carl Menzer, director, WSUI, Iowa State U, Iowa City; Dr. I. Keith Tyler, Evaluation of School Broadcasts Study, Ohio State U, Columbus; Phillip H. Cohen, WNYC, New York; Capt. Harold W. Kent, radio section, bureau of public relations, War Dept., Dr. William Boutwell, Office of Education, Federal Security Agency; and Louella Hoskins, Radio Workshop, New York U.

### Heard on Air

WDRC, Hartford, Conn., has started a new type of promotion to demonstrate proof of the power of advertising to clients and agencies. Whenever the opportunity arises, WDRC announcers add this phrase during discussions of commercial products: "And when you buy it, say you heard it on the radio."

PAR SOAP Co., Oakland, Cal., through Tomaschke-Elliott, that city, recently started thrice-weekly the new quarter-hour transcribed version of *Sons of the Pioneers' Symphony of the Sage*, on six Arizona Broadcasting Co. stations, originating from KTAR, Phoenix. Contract is for 52 weeks. Atlantic Auto Supply Co., Jacksonville, Fla., on Nov. 5 started for 26 weeks, sponsoring the program five times weekly on WMBR, that city. Farley's, San Diego, Cal., (retail chain), is sponsoring the series five times per week on KFSD, that city.

### Davis New Grant V-P

TYLER DAVIS, for the last five years radio director of Kenyon & Eckhardt, New York, has been appointed vice-president of Grant Advertising, New York office. Before coming to K&E, Mr. Davis was supervisor for all Vick Chemical Co. radio, 1934-1935, and before that spent several years as an independent radio producer. He also was copy chief of Winston & Sullivan agency, New York, now defunct, and at one time wrote copy and did contact work for BBDO, New York.

Mr. Davis

CFRN, Edmonton, Alta., began operation of its new RCA high-level K-1 1,000-watt transmitter Nov. 1, marking the station's seventh year on the air. The studios have been completely renovated and RCA equipment installed.

### KCMO, in Kansas City, Applies for 10-50 kw.

CONSTITUTING the fourth applicant in the Kansas City area for 50,000 watts, KCMO, Kansas City, last Wednesday filed with the FCC an application for assignment on 810 kc., the channel now used by WGY, Schenectady, and KGO, Oakland, Cal. The station seeks 50,000 watts day and 10,000 watts night on the frequency, and proposes removal of KOAM, Pittsburg, Kan., from its daytime assignment on the channel to 860 kc., a Canadian wave, with 5,000 watts fulltime.

Other applicants for 50,000 watts in the area are KMBC and WHB, Kansas City, and WREN, Lawrence, Kan. The KCMO application was filed by Andrew Haley, Washington attorney, with Ring & Clark as consulting engineers.

TED EPSTEIN, former announcer of WCAE, Pittsburgh, has been commissioned a major in the Coast Artillery and assigned to Fort Eustis, Va.


Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

FOOD FOR THOUGHT.

Food and grocery products advertisers,—both local and national,—buy more program periods on WHEC than on both the other two Rochester stations COMBINED!

Nevertheless, we can still offer choice of a few desirable periods for YOURS—let us tell you what's open!

WHEC—ROCHESTER, N.Y.

BASIC CBS
National Representatives
J. P. McKinney & Son
New York, Chicago
San Francisco

• *To Serve Well*
*The Broadcasting Engineer*

**Birthplace of *Success***

**Every time a CREI lesson assignment is dropped into a mailbox some ambitious engineer is a step closer to his promotion — better position —increased pay.**

Throughout the Broadcasting industry CREI students daily deposit in mailboxes their hopes and ambitions in the form of carefully answered lesson examinations. More than 5000 professional radiomen—many of them your own associates —are now preparing for better paying positions and secure futures with the help of CREI systematic instruction in practical radio engineering.

CREI does not merely offer simple reading assignments or self-correction lessons. *Each CREI lesson text contains a stiff examination* prepared specifically to determine the student's understanding of the work covered, and his ability to proceed with the next lesson. Each examination must be written up and submitted by the student to the school, where it receives careful and exact correction of mistakes, and personal notations and suggestions, when necessary, by a trained instructor.

A CREI course gives you a *broad, working knowledge* of practical radio engineering — the kind of knowledge that rates the confidence of your employers — makes them select *you* for the more important duties—singles you out for promotion when duties well-done are rewarded.

***Step up to YOUR mailbox now, and send your request for a copy of our descriptive booklet and complete particulars about CREI courses. THAT MAILBOX may be the "birthplace of YOUR Success"!***

*"Serving the Radio Industry since 1927"*
*CREI men in More than 350 Stations*

**CAPITOL RADIO**
**Engineering Institute**
E. H. RIETZKE, *President*
Dept. B-11
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

# *Purely* PROGRAMS

JERRY BELCHER, one of the original man in the street interviewers, started a new thrice-weekly series over WCKY, Cincinnati, Nov. 11. Heard Tuesdays, Thursdays and Saturdays, the program titled *Jerry Belcher's Neighbors* will follow the format of his last NBC network show bringing listeners glimpses from homes in and around Cincinnati. Using the WCKY Studio Plane, Jerry will transcribe the interviews which will be played back for broadcast.

* * *

**Requests at Dawn**

POINTED TO the thousands of defense workers either going to or leaving their jobs at that hour, WDRC, Hartford, has started a new 6-7 a.m. recorded dance music program, *Sleepy Slim's Serenade*, conducted by Harvey Olson. A special telephone line has been installed in a WDRC studio, and Announcer Olson handles requests on the spot while he is on the air. The new program gives WDRC a weekday opening hour of 6 a.m. instead of the previous 7 a.m.

* * *

**Midnight Whodunit**

DRAMATIC THRILLER, *Dark Fantasy*, a new series of 25-minute sustaining programs, was originated by WKY, Oklahoma City, last Friday, midnight, and fed to NBC-Red. *The Man Who Came Back* was the first of the weekly programs. Production is handled by John I. Prosser of WKY with George H. Hamaker (Scott Bishop) writing the script. This program follows *Southern Rivers*, another coast-to-coast origination at WKY.

* * *

**South American Travel Talks**

VIEWS of South America gained on a trip last summer, Spanish anecdotes and his own views on North Americans comprise the material for *News & Views of the Americas* and the *Spanish School of the Air* presented on KOB, Albuquerque, by Dr. F. M. Kercherville, head of the foreign language department of the U of New Mexico.

* * *

**Frost Warnings**

DIRECTED to Southern California citrus growers, a nightly weather forecast and frost warning is broadcast on KFI, Los Angeles. Remoted from Pomona, Cal., five-minute series is handled by Floyd Young, U. S. meteorologist, under supervision of Harrison Holliway, station manager.

* * *

**Crime Jury**

FROM THEIR easy-chairs beside their own radios, six Winnipeg listeners picked at random each week from the telephone directory, are asked to be jurors on the locally sponsored *Guilty or not Guilty* program. Each week's episode represents a trial, and the jurors picked at random are asked to vote "guilty" or "not guilty" at conclusion of the program.

**Frat Quiz**

BACKED by the Missouri U Pan-Hellenic Council, fraternity and sorority folk participate weekly on the *Brainbuster* quiz show, conducted by Don Campbell on KFRU, Columbia, Mo. The winning house is to receive trophies awarded by Columbia Baking Co. and Julie's, fashion shop, KFRU advertisers. KFRU also is broadcasting a new half-hour forum feature, *The World We Live In*, featuring students and faculty members of the university and Stephens and Christian Colleges in discussion of topics of the day. Foster Brown, KFRU staff member and instructor in the radio department of Stephens, directs the program.

* * *

**Fugitives From Nazis**

WARTIME series, *Brothers in Arms*, on Canadian Broadcasting Corp., features personal experiences of men who have escaped from Nazi-occupied Europe and come to Canada to train in one of the four foreign armies now encamped on Canadian soil. First broadcast was made at Little Norway, Toronto training camp of the Royal Norwegian Air Force; the second is to be made at the Netherlands Army training camp at Stratford, Ont., Nov. 26, and others will follow from the Polish and Belgian army training camps in Ontario and Quebec.

* * *

**About the Edwards**

WEEKLY dramatic series relating experiences of an American family, and titled *The Edwards*, was started on NBC-Pacific Blue stations, Nov. 8. Quarter-hour program is written by Peter Dixon and produced by Arnold Marquis, with members of the Edwards family, theatrical group, portraying themselves.

* * *

**Tour of Camps**

NEW ARMY LIFE program *Present Arms*, tentatively intended to be broadcast twice weekly on Tuesday and Thursday evenings, was started last Thursday at KMBC, Kansas City. Listeners hear interviews with officers and enlisted men and are taken on tours of camp facilities. Edwin Brown, KMBC director of special events, handles interviews and had Brig. Gen. Frederick E. Uhl, Omaha, Neb., Commanding Officer of the Seventh Corps Area, on the first program. The transcribed series is available to any radio station in the Seventh Corps Area from the Army's Public Relations Office at Omaha.

* * *

**Instruments Portrayed**

DESIGNED to acquaint the listening public with orchestral instruments, a new nine-week series, *NYA Musical Moments*, features the NYA symphony orchestra on WNYC, New York. Solo performances of each instrument demonstrates tone color, dynamic range, extremities of pitch, technical resources, common and unusual usages and the characteristics of the instrument itself.

THE ARMY takes over WMAZ, Macon, Ga., but at the invitation of Manager E. K. Cargill. The radio staff of Camp Wheeler's public relations office handled all announcing, engineering and production activities through one afternoon under the direction of Capt. Edwin P. Curtin, post public relations officer and former director of radio publicity for BBDO, New York. Capt. Curtin at left checks over script with Sgt. Harmon Hyde, former announcer and production man of WPRO, Providence.

* * *

**Time to Pay**

TO COUNTERACT the public impression that all installment buying is subject to Government restriction, WDAS, Philadelphia, is carrying a thrice-weekly series of special programs designed to dispel listeners' false impressions. Undertaken after several installment concerns using time on WDAS had complained about the effect on their sales of this public misunderstanding, the program presents advertising managers, credit association executives and store employes, who outline advantages of buying on credit, recite the regulations on installment sales, and demonstrate that certain businesses, such as jewelry and clothing, are not subject to controls.

* * *

**High School Reporter**

WWNY, Watertown, N. Y., will carry a weekly series *High School Reporter of the Air*, sponsored by the Watertown School of Commerce, with the school principal as adviser. News bulletins from Northern New York high schools are read and a weekly guest editor interviews student leaders.

* * *

**Religious Series**

EARLY MORNING program of hymns, scriptures, prayers and benedictions, titled *Morning Devotions* recently started on WBYN, Brooklyn. Formerly heard on NBC under the auspices of the Federal Council of Churches in cooperation with the local Federations, program is now presented by local Federations in the Brooklyn area.

**WINS**

Ann Tenna *says:*
**Stop counting sheep nights and begin counting sales by day. Be a smart advertiser who WINS over competition.**
*(Drop in and let's look over my facts and figures!)*

# GL-880

## A *MIDGET* IN SIZE—A *GIANT* IN OUTPUT

*Three-fifths actual size*

**FOR HIGH-POWER FM AND TELEVISION**

### *To Get the Most from Your Tube Dollar Be Sure to Specify GL-880's*

GL-880 is the largest of the G-E developed tubes for high-frequency (FM and television) services. Its background is more than 28 years of G-E tube experience.

GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface. High efficiency is obtained even at high frequencies.

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

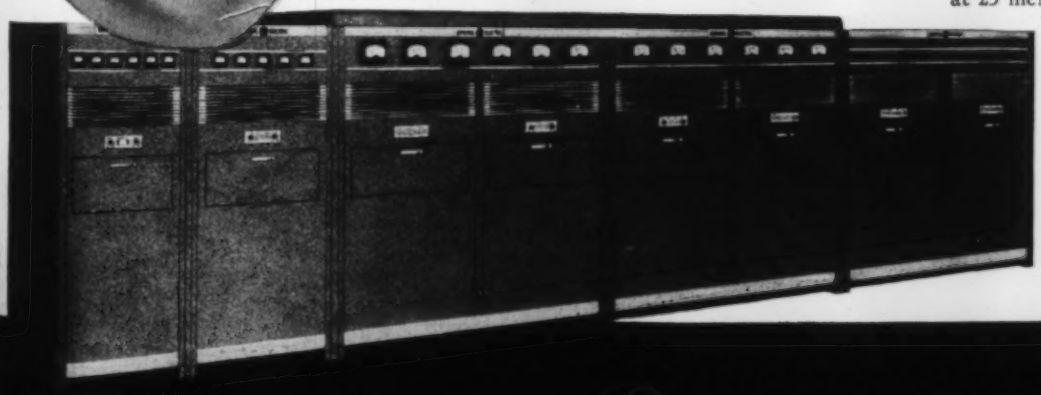
**Easy to Drive**

With only 1500 watts driving power at the grids, two GL-880's will deliver an easy 50 kw of FM at 50 mc.

**Here's Real Versatility**

Primarily for FM and Television, yes, but GL-880's have unusual efficiency at international and standard broadcast frequencies, and as modulators. A pair will give a 50-kw plate-modulated carrier at 25 mc!

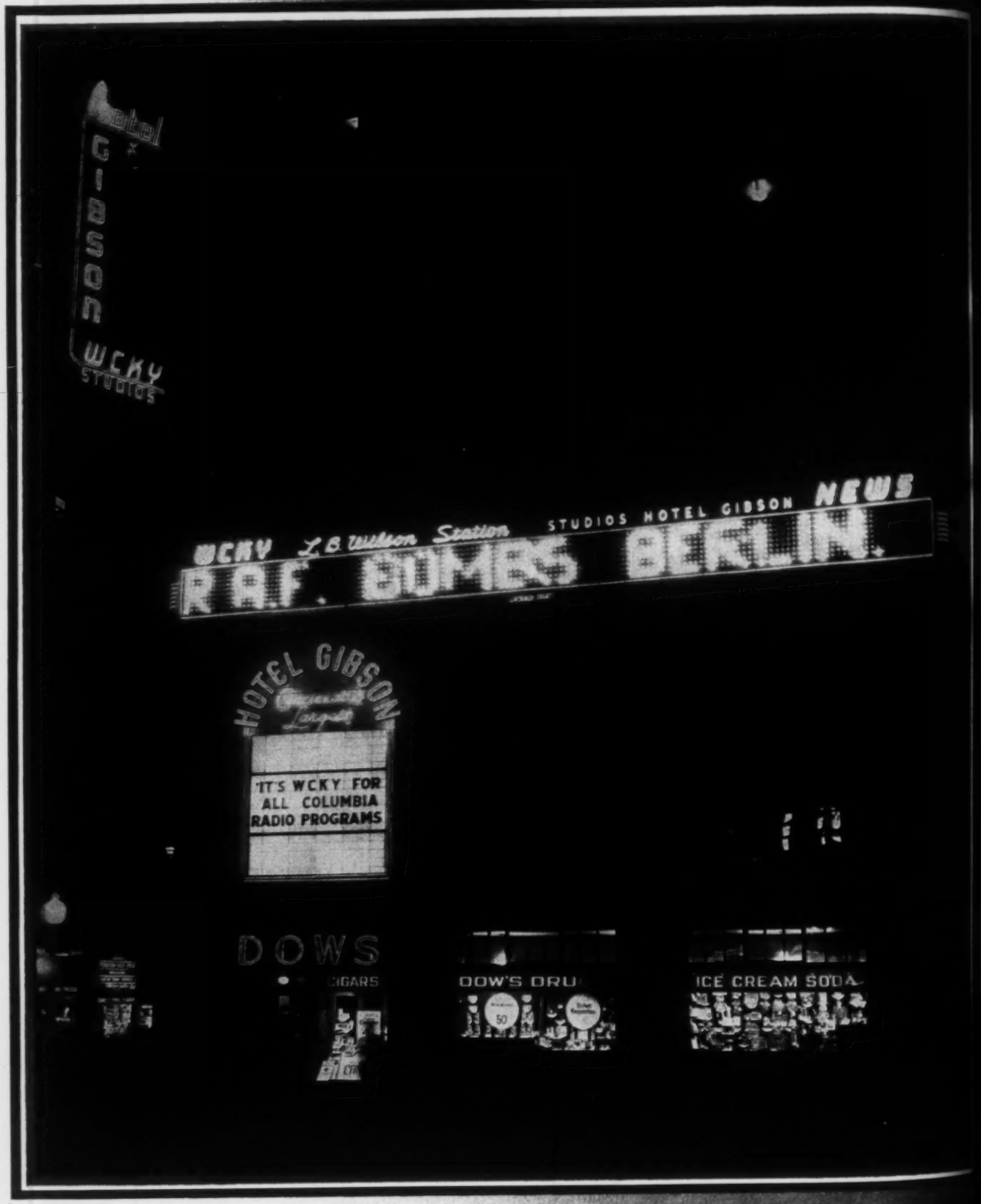
**Be sure to** ask your nearby G-E representative for full information on the complete line of G-E transmitting tubes for all services. There are G-E offices in 80 principal cities. General Electric, Schenectady, New York.



*G-E 50,000-watt FM broadcast transmitter*

GENERAL ELECTRIC

# NEWS OF THE W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R.A.F. BOMBS BERLIN
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"IT'S WCKY FOR ALL COLUMBIA RADIO PROGRAMS"
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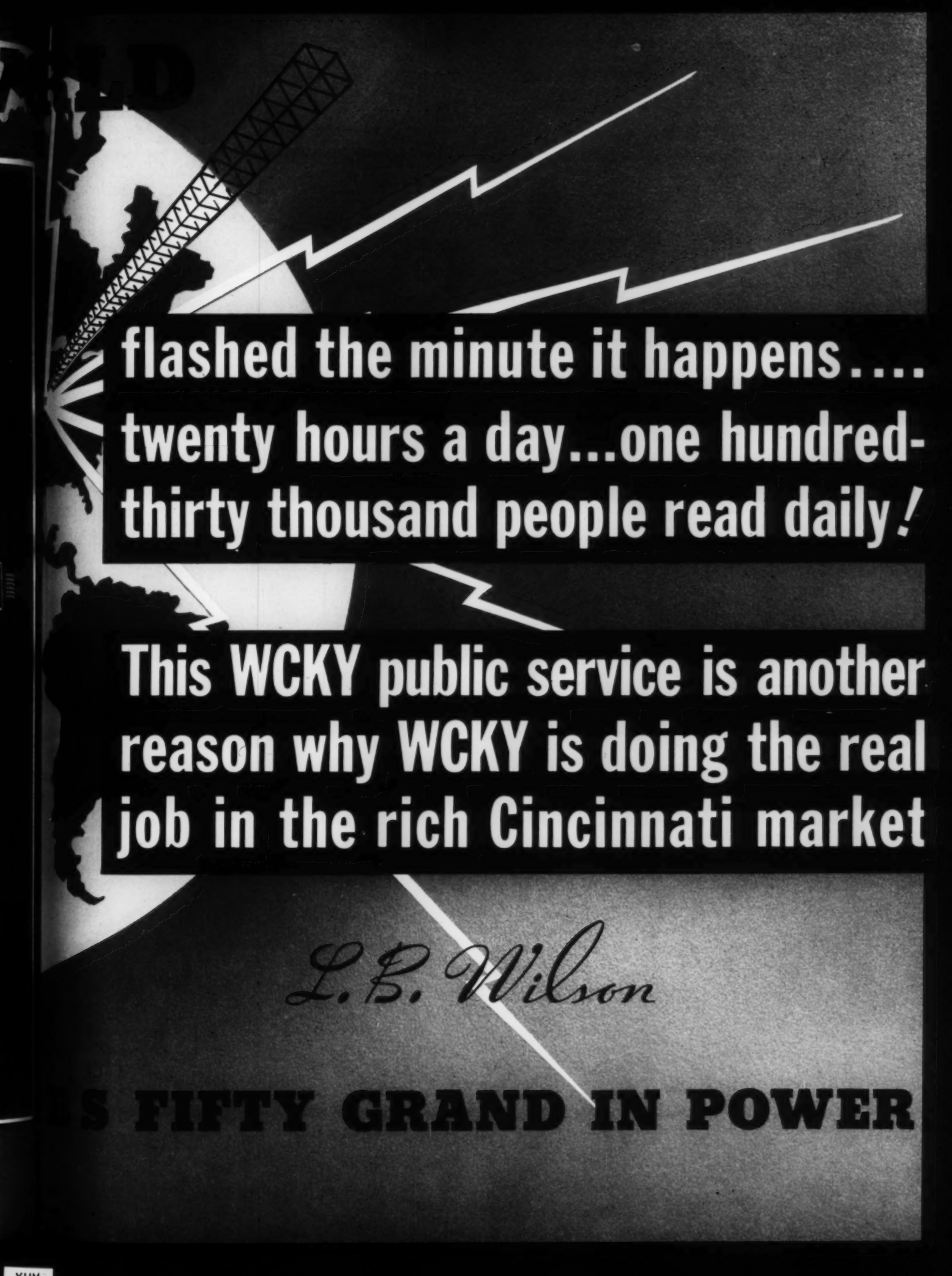
flashed the minute it happens....
twenty hours a day...one hundred-
thirty thousand people read daily!
This WCKY public service is another
reason why WCKY is doing the real
job in the rich Cincinnati market
L. B. Wilson
FIFTY GRAND IN POWER

# BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

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NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

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## Time Muddles On!

HO, HUM, so the FCC's newspaper-divorcement inquiry has been postponed again. Instead of resuming last Thursday after a three-week lapse, they won't recommence until Nov. 27.

After weeks and weeks of study, the FCC staff still hasn't completed revision of its basic exhibits, originally designed to show that newspaper ownership of broadcast stations is conducive to unfair competition, or something. In the process it has changed counsel only a half-dozen times.

For weeks it has been evident the FCC has veered from its original course in the proceedings. There does not appear to be any overpowering desire by the majority to attempt to invoke regulations banning newspaper ownership of any kind of station under the existing law. Now the intent is to make recommendations to Congress. There prevails something more than well-founded rumor that the majority of the FCC feels the issue is too hot to handle without an expression from Congress.

Meanwhile, scores of applications are being held up under Order No. 79, gathering dust in the suspense files. Development of FM is being impeded. And shortages of basic materials as the emergency stiffens have already reached the critical stage. The longer Order 79 stands, the more difficult the material problem.

The log-jam decreed under Order No. 79 certainly isn't helping the public, Government or the industry-at-large. It's a little late perhaps, after expenditure of so much of the taxpayer's time and money, not to mention the industry, to call the whole thing off, though it probably would be the discreet move. The only alternative now is to close the case as expeditiously as possible, do something about Order 79, and shoot the recommendations (if any) to Congress.

## News Rules and War

GUNPOWDER odors are in the nostrils of practically all broadcasters. The impact of defense activity has been felt up and down the line—in programming, in priorities and in every aspect of station operation. The "business as usual" sign is in the ashcan, except insofar as observance of the "American plan" is concerned.

The job ahead is an extremely delicate one for radio. Business is uncertain for everyone, but radio business, so long as there is time to sell, is destined to fare reasonably well. Sales executives have been alert in planning for the future, and in tapping new or undeveloped sponsorship vistas. And the advertising-agency trade has learned well that radio advertising, adroitly presented, for most commodities and services is basic.

The second danger is not economic. It's entirely in the programming end. It requires an unprecedented degree of acumen, awareness and timing. The task of keeping the nation informed, without emotion or hysteria, largely devolves upon radio, and the contemporary press. The basic morale job is radio's because it reaches the great majority of the population in split seconds.

Program management (including the basic ingredient of news handling) becomes fundamental as the war tempo quickens. It is critical work, requiring supreme intelligence and a sort of sympathetic handling. War reporting is grim stuff, particularly with a medium as intimate with its public as radio. That job appears ahead for the first time for American radio.

Rules of the game for this task are being evolved. The NAB, during the current cycle of district meetings, is calling in program directors and news editors of stations, both member and non-member, to get across the story. Ed Kirby, NAB public relations director now on leave as the Army's civilian radio advisor, is presiding at these sessions, for the first time bringing together these men behind the programming and news-processing, to exchange ideas and to condition the industry for the job ahead. In another room the sales managers are counselling to cushion their operations against any sudden economic shock. The jobs are equally important.

In the newspaper publishing field, the working editors a decade or so back formed the American Society of Newspaper Editors. It is made up of the men who actually produce the news budgets, from the initial assignment to the job of putting the paper to bed. They are divorced from the operations of the American Newspaper Publishers Assn., made up of owner-publishers, who decide basic policy and apply themselves to business. The ASNE group has problems peculiar unto itself, divorced from the business office.

In radio, the program directors-news editors should constitute an analagous group. Every man responsible for the news that goes out over a station microphone, from 250-watter to 50,000-watter, is as important in status and public responsibility as the news editor of the comparable paper in the community.

# They Say...

THE PARADOX of the thing is that the "air" can carry only so much sound at a given time, and therefore the "channels" are limited. Consequently it is necessary to see that they are not monopolized, and this means governmental regulation. But because of this it is all the more necessary that governmental regulation shall be most scrupulous to avoid the smallest suggestion of "control" by itself of *what* shall or shall not go "on the air", and also of all suggestion of partiality in determining *who* shall and who shall not have the "channel" privileges. There is one principle which is clear as the "norm" of regulative policy.

It is contained in the old legal maxim—*Abusus non tollit usum*—abuse must not destroy use. In this case the dangers that lie in abuse of the air privileges are insignificant by comparison with the dangers that lie in anything by way of restriction of *freedom* in discussion. We have to take the chance of the "demagogue" and we must be extremely vigilant to see that he has all the "rights" of the statesman. Furthermore, "abuses" when they occur must be dealt with as best we can *after* they occur. The maxim "an ounce of prevention is better than a pound of cure" is not applicable here. At all hazards the air must be kept *free*.—WALL STREET JOURNAL.

## Henderson Unloads

MR. LEON HENDERSON, the administration's big anti-inflation man, did a job of deflating an illusion the other day in addressing the "wake up and fight" joint-session of the Assn. of National Advertisers and the American Assn. of Advertising Agencies at Hot Springs.

It was a powerful story that Mr. Henderson told—so powerful that we publish it in full text this issue. He wants more, not less, advertising. He regards it as the cheapest and most efficient method of selling, using the craft's own figure of 2% of the value of all manufactured products as the cost-factor.

But Mr. Henderson, in perishing the thought that his Office of Price Administration was out to "alter, reform or perhaps destroy" advertising, didn't say that advertising would not be affected in the war economy. Far from it. There are dangers ahead for all business. But he included advertising in the category of "important civilian activity" and disclaimed any "secret or subtle designs" in his organization with respect to advertising.

That's as far as his assurance could go. The real troubles of advertising, along with other industry, cannot be forecast in an all-out war. The immediate future of advertising in a seller's market with a limited supply of consumer goods is uncertain.

The words uttered by Mr. Henderson are the most reassuring advertising has heard since the emergency developed. They were not high-sounding phrases. They made straight, long-headed logic. We have detected enough to know that there is in government a strong anti-advertising clique which espouses grading of consumer goods. Now, with the top man in price-control slot so pointedly on record, advertisers, media and agencies can approach the arduous days ahead with less concern about the boring from within process, and rely upon their resourcefulness to get them over the hump in the "lick Hitler" drive.

# We Pay Our Respects To —

CLYDE F. COOMBS

FOR a business that depends so much on engineering knowledge broadcasting has comparatively few of that profession managing stations. One outstanding exception is s m i l i n g, round-faced Clyde F. (for nothing) Coombs, vice-president and general manager of KARM, bustling 250-watter in Fresno, Cal., which Nov. 9 ups its power output to 5,000 watts fulltime.

Just because he is an engineer and knows the difference between a millivolt and a kilocycle doesn't mean that KARM's Coombs doesn't know the dollar side of radio nor that advertisers buy programs that people listen to. For back in 1934 Clyde Coombs jumped from selling equipment for RCA in 11 Western States to selling programs for NBC in San Francisco. He is a native westerner, having been born Feb. 1, 1902, at Payson, Utah.

It's axiomatic, of course, that selling new programs is a far cry from selling tried and tested equipment that has passed the rigid standards of modern engineering practices and Clyde Coombs would probably be the first one to tell you so.

In 1938 he left NBC and joined the CBS sales organization in San Francisco. At CBS he developed the reputation of being one of the most constructive and "program minded" network salesmen in the business. Which is no mean transition for a man who was graduated in engineering from the U of Utah in 1925 and who spent the next nine years exclusively in radio engineering.

With a sheepskin tucked under his arm, which attested that one Clyde F. Coombs had duly completed undergraduate engineering, he got his first job in the radio laboratories of General Electric at Schenectady, proving ground for many radio firsts, both personnel and equipment.

Not content with just a practical knowledge of engineering, he entered Union College for post graduate work, studied advanced engineering at GE and had time to teach a little on the side.

His first big chance came in 1927 when he collaborated with C. W. Hansell of RCA at Rocky Point, L. I., on shortwave directional antenna systems, forerunner of the broadcast end of shortwave transmission. Still a GE man, he was placed in charge of the installation of CKGW, Toronto, a 5 kw. job.

Then came further adventures into new engineering fields. With A. D. Ring, former assistant chief engineer of the FCC and now in consulting engineering practice in Washington, he worked on the development and design of 50 kw. transmitters using 100 kw. tubes. By this time RCA had decided to enter the field and when its transmitter division was formed Coombs was one of the first employes working under its head, B. R. Cummings. For six months he lived out of suitcase, supervising all RCA transmitter installations. These included the original 50 kw. transmitter of WFAA, Dallas, the first 5 kw's for KPRC, Houston, and WBT, Charlotte, sandwiched between kibitizing on the WTIC, Hartford, and WTAM, Cleveland, 50 kw. installations which utilized the 100 kw. tubes Andy Ring and he had worked out.

Then RCA needed a livewire on the West Coast and Coombs was shipped to Pacific shores. There he installed more transmitters and the one he looks back on with particular pride is the first 50 kw. KFI, at Los Angeles. Here he was all over the field, supervising the installation and design—and he even made the sale.

After this came the transition from engineer to program salesman. During his stay with CBS he made the major contribution to the *Who Am I* show which he built up with Emil Brisacher, the advertising man, for sponsorship by California Conserving Co. This is claimed to be the original audience participation program and still holds the all-time high Pacific Coast mail producing record.

Ten months ago he was named manager of KARM by Mrs. Hattie Harm, widow of the late George Harm, founder of the station. During that time he hasn't been idle. The station has gotten a substantial increase in power, new frequency, a new CBS affiliate contract, and is now completing construction of an entirely new plant and offices.

Clubs he lists as Rotary, Sunnyside Golf and County, Fresno Advertising and Chamber of Commerce. In addition, he belongs to Sigma Nu and Theta Tau. Married in 1923 to a school sweetheart, Lyla Jones, he has three children—Mary Lou, 15; Jeannine, 13, and Clyde F. Jr. or Buster, as his dad knows him, 8.

# Personal NOTES

MAJ. GEN. Victor Odlum, formerly vice-chairman of the Board of Governors of Canadian Broadcasting Corp., has been appointed Canadian High Commissioner to Australia. He resigned from his CBC post early in 1940 to assume command overseas in April, 1940, of the Second Canadian Division overseas.

J. GILBERT PALTRIDGE has been named sales promotion manager of the NBC stations—KPO-KGO— in San Francisco. He succeeded Jack Campbell who resigned to join KFRC, San Francisco. Paltridge for seven years was a member of the sales promotion department of Foster & Kleiser, outdoor advertising firm, in San Francisco.

GEORGE W. SMITH, managing director of WWVA, Wheeling, again has been named general chairman of the Red Cross roll call drive.

WINFIELD LEVI, WSAI, Cleveland, sales promotion manager, formerly editor of WSAI house organ, *I-Opener*, was inducted into the Army Nov. 17.

RANDY RYAN, former manager of KMMJ, Grand Island, Neb., has joined the commercial staff of KANS, Wichita.

FRANK J. RIORDAN, formerly with NBC, Chicago, guest relations staff, has joined WING-WIZE, Dayton-Springfield, as sales promotion manager.

WALT DENNIS, formerly associate farm editor of KVOO, Tulsa, has been appointed merchandising and promotion manager, succeeding George Engleter, who will manage KHAS, Hastings, Neb.

J. SOULARD JOHNSON, local sales manager of KMOX, St. Louis, has been appointed by the St. Louis Assn. of Manufacturers' Representatives as general chairman for this year's annual Christmas Party of that organization.

JACK WAGES, Phoenix actor featured in the five-weekly quarter-hour program, *Tovrea's Love Story Time*, sponsored by Tovrea Packing Co., on Arizona Network stations, has been added to the commercial department of KOY, that city, as account executive.

H. A. P. (Hap) POLITE, formerly with various West Coast advertising agencies, has been appointed commercial manager of KPRO, Riverside, Cal. John Stumberg, formerly of Detroit, has been made an account executive. Louise Dardenelle, lecturer, musician and author, has become home economics director and will conduct a daily participation program, *Hospitality House*.

SLAYTON POLLEYS LaDUE, publishers' representative, recently was appointed San Francisco office manager of Homer Owen Griffith, station representative headquartered in Hollywood. Firm also represents the West Coast division of Howard H. Wilson Co., Walker Co., and Foreman Co., national station representatives. Griffith recently established Seattle offices at 4404 White Bldg., with Hal Pearce in charge.

HENRY FLYNN, of CBS Hollywood public relations department, has been promoted to the sales division as account executive. He replaces Edward A. Larkin, transferred to the network's San Francisco sales staff. William McMurtrie, of guest relations staff, takes over Flynn's former duties.

KYLE G. FRAZIER, of the commercial office of WMSL, Decatur, Ala., has returned after serving in the Army.

CARROLL BAGLEY, formerly of the WMCA, New York, sales staff, has joined WINS, that city in a similar capacity.

BURRIDGE D. BUTLER, president of WLS, Chicago, and KOY, Phoenix, and Mrs. Butler have returned to their Phoenix home for the winter.

FRED DARLING, m a n a g e r at CKGB, Timmins, Ont., has been appointed production chief of the five stations operated by Northern Broadcasting & Pub. Co., Timmins. He is succeeded at CKGB by Murray Morrison, of CKRN, Rouyn, Que. Darling has been with Northern Broadcasting for a number of years.

ROY HOFSTETTER has joined the sales department of CKGB, Timmins, Ont.

GEORGE BARRY, radio actor in New York, was appointed to the newly-created post of night manager of WIP, Philadelphia, beginning Nov. 18.

G. J. (Jerry) BRINKMAN, for five years affiliated with KABR, Aberdeen, S. D., has joined the sales staff of WLOL, Minneapolis.

DON GILMAN, NBC Western Division vice-president, has returned to Hollywood after three weeks in New York.

C. ROY HUNT, general manager of KOIN and KALE, Portland, Ore., has returned to his home following an operation and convalescence at the Mayo Bros. Clinic, Rochester, Minn.

HIBBARD AYER, formerly commercial manager of WWNY, Watertown, N. Y., and previously with Sears & Ayer, radio representative, has joined the sales staff of WATN, Watertown.

J. B. (Steve) CONLEY, general manager of WOWO-WGL, Fort Wayne, Ind., on Nov. 4 was awarded the Purple Heart Medal of Merit by the War Department. Mr. Conley served as a sergeant with the 329th Machine Gun Batalion, and was wounded in the St. Mihiel offensive.

## Delgado Heads KYCA

MUCIO DELGADO, program director of KYCA, Prescott, Ariz., has been named manager of the station, succeeding Albert Stetson, now in St. Louis. Mr. Delgado, formerly of KVOA, Tucson, recently was awarded a trophy by the local American Legion post as Prescott's outstanding citizen for the year.

CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

*U. S. Representatives:*
JOS. WEED & CO.
350 Madison Ave.
New York


# BEHIND the MIKE

LARRY DELGADO, announcer, has been put in charge of all Spanish programs of KRE, Berkeley, Cal.

JOHN CONRAD, former special events director in the Midwest, has been transferred from active Army duty to the reserve following nearly a year of service. He has not announced immediate plans, and is at his home in Topeka, Kan.

STU MACDONALD is a new addition to the junior announcing staff of CJKL, Kirkland Lake, Ont.

## Arkansas Pilots

KUOA, Siloam Springs, Ark., can take the air in more than one way with the discovery last week that Manager Storm Whaley, three announcers, three engineers and the sales manager of the station have private pilot ratings. Clincher is the further revelation that one former KUOA engineer is stationed at Kelly Field, while another is taking advanced flight training at Conway, Ark.

BOB McDONALD, newscaster of KGNC, Amarillo, is the father of a boy born Oct. 24.

LLOYD ANDERSON, KMOX announcer, St. Louis, who holds a reserve commission as second lieutenant, has been called to active service at the Armored Force Replacement Training Center, Fort Knox, Ky.

CARL CHRISTOPHER Jr., has joined the KMOX, St. Louis, announcing staff, moving from KSD, St. Louis, to succeed Lloyd Anderson who has been called to the Army.

S. KEITH JAMESON, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WKBN, Youngstown, O. Bob Provence, WKBN news editor, on Dec. 30 is to marry Rachel Tuckwiller, society editor of the *Raleigh Register*, Beckley, W. Va.

PAUL SCHEINER, formerly associated with Martin Block, WNEW entertainer, has been named recorded music director of WMCA, New York. The position is newly created.

RONALD DAWSON, production and continuity chief for WCHS, Charleston, W. Va., celebrated his 10th anniversary as a writer for the Script Library of New York Nov. 8.

DON HOPKINS, formerly of WKMO, Kokomo, Ind., has joined WWVA, Wheeling, and has the early morning trick. He replaces Fulton King, now at Camp Lee, Va.

RALPH K. MADDOX, production manager for Dallas studios of WFAA-WBAP-KGKO, Dallas-Fort Worth, recently addressed the Texas Federation of Women's Clubs convening in Dallas, pointing out how women's clubs can build programs with listener appeal in a discussion on the responsibilities of radio stations toward public service programs.

BERTRAND MITCHELL, for several years an actor and director of the theatre in the East and West, has joined the continuity and production staff of the Dallas studios of WFAA-WBAP, KGKO, Dallas-Fort Worth.

BOAKE CARTER, radio commentator, on Nov. 7 was divorced by his wife, Mrs. Beatrice O. R. Carter. A final decree was granted Mrs. Carter in the Philadelphia Court of Common Pleas. Grounds were not revealed.

JAMES BURNS McGREACHY, British Broadcasting Corp. chief overseas news commentator, has been in Canada recently gathering recordings on Canada's war effort.

WILLIAM STRANGE, Canadian Broadcasting Corp. commentator, is author of a book *Into the Blitz*, based on his experiences in gathering data in Great Britain this past spring for CBC broadcasts.

TOMMY WEBER, NBC chief photographer, on Nov. 15 resigned to open his own commercial studio. Mr. Weber formerly operated a photo news service, Standard News Photo, and was previously on the photo staff of the *New York Journal*.

EDITH W. CRANE, formerly on the editorial staff of the New York office of BROADCASTING and now with *Western Advertising*, San Francisco, on Nov. 2 was married to Emmet Hathaway Jones in Burlingame, Cal.

PETER BARKER, former director of the *Esso Television Reporter* series on NBC's television station WNBT, and production associate for many Broadway plays, has joined NBC's television production staff. Mr. Barker, recently released from the Army Signal Corps at Fort Monmouth, N. J., previously taught stagecraft at the Harvard U Summer School.

DON MOZLEY, Missouri U journalism senior, has joined the announcing staff of KFRU, Columbia, Mo., replacing Jack McGee, now in the Navy.

IRA BLUE, sports commentator, formerly of KPO-KGO, San Francisco, has joined KQW, San Jose, Cal.

ERIC DAVIES, program director of CKX, Brandon, recently married Marion Meighen at Portage la Prairie, Man.

TOM BENSON, of the production staff at CKY, Winnipeg, is the father of a baby girl.

BILL WOOD, newscaster of KPO-KGO, San Francisco, his wife and two soldier hitch-hikers, were injured in an auto accident near San Jose, Cal. recently. Wood suffered a broken wrist and cut knee.

RUTH CHAPEL, of NBC-Hollywood press department, and Ed O'Leary, Lockheed Aircraft flight superintendent, were married Nov. 1 at Las Vegas, Nev.

STERLING V. COUCH, educational director of WDRC, Hartford, has been appointed a member of the Committee on Public Information, a division of the Hartford Defense Council.

JOCKO MAXWELL, WWRL New York, sportscaster, has been signed to conduct a sports column in the *American Athlete*, a monthly magazine published in New York.


SHOW FOR SALE

SLAP
45 HAPPY MINUTES with IRENE

WCAE has a slightly terrific lady screwball, name of Irene. So we built a show around her. Packed it with music, laughs and sales oomph. And it's becoming a quiet sensation among Pittsburgh's "4 million."*

One, two or three quarter-hour strips of Irene's colossus (4 to 4:45 p. m.) are now available to any sponsor with a sense of humor and a few (sales) records to break. Grab your phone or your secretary and tell us where to send complete information.

*Population, WCAE Service Area

PITTSBURGH NETWORK
WCAE
MUTUAL
5000 Watts · 1250 K. C.

The KATZ AGENCY
National Representatives
500 Fifth Ave. · New York, N.Y.



The rich Appalachian area can't hope to top the New York market in population. But it has more than a million (WJHL primary and secondary coverage) of the "spendingest" people you ever saw. Especially when their cash crop goes to market. Millions of pounds of burley tobacco will be sold in this area in the next two months. And remember, WJHL is the only single advertising medium that can adequately sell this market at one low cost.

1000 WATTS · 910 KC · NBC BLUE

WJHL
Johnson City, Tenn.

International Radio Sales
*Representatives*

W. Hanes Lancaster
*Manager*

# Meet the LADIES

BETTY HUTTON, New York vocalist, has been signed as a permanent feature of the weekly NBC *Bob Hope* show, sponsored by Pepsodent Co. She has a major role in the Paramount film, "The Fleet's In."

BRUCE ANSON, NBC Hollywood announcer, has been inducted into the Army. Aubrey Ison, relief announcer, takes over the former's duties.

HOWARD PYLE, program director of KTAR, Phoenix, did the narration for the color movie, *We Went to Camp*, a locally produced Boy Scout picture. It will be exhibited throughout the Southwest.

FRANK LITTLE, traffic manager of KTAR, Phoenix, and Shirley Keller, also of that city, were to be married Nov. 15.

PAUL ROSCOE, program director of KGFW, Kearney, Neb., is the father of a baby girl born Nov. 7.

GEORGE ROBERTSON has joined the announcing staff at CKY, Winnipeg, after serving on a number of other western Canadian stations.

CHUCK ACREE, NBC *Auction* quizmaster, has published a book of poems for children, titled *Doodle-Dee-Boo*.

HELENE S. BURTON, of the WOR press department has written a children's Cantata, "Birthday Party for Mother Goose" which had its premier on WOR's *Rainbow House*, Saturday, Nov. 8.

J. W. McELVAIN, former news writer of NBC Chicago special events staff, has joined Press Assn., Chicago, AP radio news subsidiary. He is succeeded by Baskett Mosse, formerly of Tulsa *World* and UP news staffs.

JOHN STILLI, announcer of WHIO, Dayton, O., is the father of a girl born Oct. 30.

**VERA HOLLY**

CERTAINLY it must have been thrilling to give a birthday present to such loveliness as blonde, blue-eyed Vera Holly. And to Vera, it was the best present of her entire radio career when WBEN, Buffalo, decided on her 21st birthday to assign her the role of hostess on the station's *International House Party*. Nearly three years ago Vera first joined the program, a series formulated on the "hands across the border" policy, and as soloist thrilled Canadians with her soft, husky tones. Vera is also heard thrice weekly as a feminine emcee, featured vocalist and actress on WBEN.

ROBERT A. DAVIDSON, announcer, formerly of WLAG, LaGrange, Ga., is now at WCHV, Charlottesville, Va., same capacity. On Oct. 18 he married Lillian Sammons, of LaGrange.

MATTHEW R. THORNEYCROFT and J. Richardson Loughrin, formerly of NBC Chicago guide staff, have both joined radio stations as staff announcers, Mr. Thorneycroft to WGAR, Augusta, Ga., and Mr. Loughrin to WDEV, Waterbury, Vt.

CHARLES KLEIN, NBC Chicago guide captain, has been granted a leave of absence for service with the Marines at San Diego. Carl Olson of the guide staff takes over for Mr. Klein.

GARY MILLER, freelance writer, has joined the continuity staff of WBBM, Chicago.

STAN GORDONI, formerly of Gordoni & Lee, Chicago program producers, has joined WOMT, Manitowoc, Wis., as announcer and copywriter.

JACK PAYNE, former CBS Chicago continuity writer, has joined W59C, Chicago.

GAYNE WHITMAN and Bud Heistand, Hollywood announcers, will be re-assigned to the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co., when broadcasts resume Nov. 26 from Southern California.

BOB YOUNG, staff announcer of KOA, Denver, has returned to his duties after finishing a one-year tour with the Army as a reserve first lieutenant.

BILL WOODSON, former announcer of WTCN, Minneapolis, has gone to New York for dramatic work. Tod Williams, WTCN news commentator, is the father of a boy born recently.

DAVID OLSON, for the last 12 years on the production staff of WCAE, Pittsburgh, has joined WJR, Detroit.

KAY LEE, formerly of WDNC, Durham, N. C., has joined the continuity staff of WSLS, Roanoke, Va.

HELEN WILLIAMS, formerly of WGRC, Louisville, has joined W45D, FM station in Detroit, as a continuity writer.

DeLAMAR HARRELL has joined the continuity staff of WSB, Atlanta.

HAL FIMBERG, Hollywood gag writer on the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., and author of the book, *Jump for Joy*, has been given a Columbia Pictures contract to write a mystery comedy for Boris Karloff and Peter Lorre.

GENE NORMAN, formerly WPAT, Paterson, N. J., announcer, has joined KMJ, Fresno, Cal.

BOMBARDIERS RON DEACON and Jack Holmes, former announcers at CKX, Brandon, Man., are now with the Royal Canadian Artillery at Fort Brandon training centre.

ROBERT STUART, Wesleyan U senior, has been named to assist Program Director Walter Haase of WDRC, Hartford.

CHARLES J. HIGGINS has been promoted to be chief announcer of WLAW, Lawrence, Mass.

RALPH KENNEDY, recent John Brown U graduate, has been named chief announcer of KUOA, Siloam Springs, Ark. Luke Tanner, formerly of KBTM, Jonesboro, has joined KUOA.

PHILIP BOWMAN, production chief of WBBM, Chicago, has joined Blackett - Sample - Hummert, Chicago, as radio producer. He is succeeded by Richard Faulkner, staff producer. Walter Preston, veteran staff producer, has been named acting program director.


At No Rate Increase

**KFYR**

now gives you

**167%**

greater potential night time audience

**B. P. I.**

(Before Power Increase)

**104,050 Radio Homes**

(Light Shaded Area)

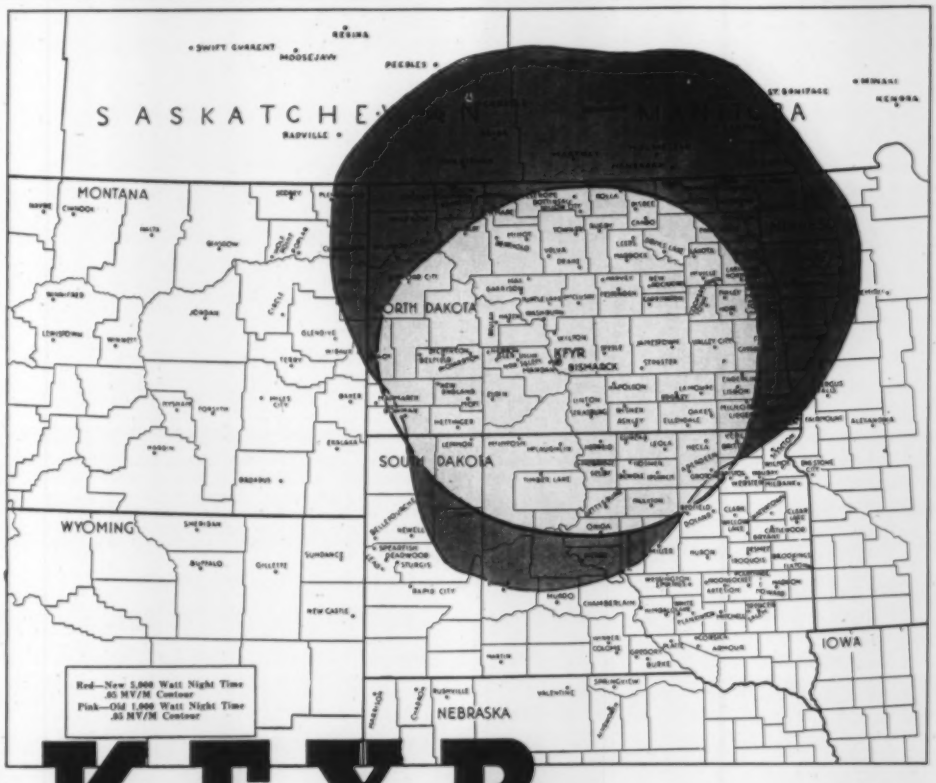
**A. P. I.**

(After Power Increase)

**278,600 Radio Homes**

(Dark and Light Areas)

★




**KFYR** Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN • MEYER BROADCASTING COMPANY

### Colonial Salute

BOOMING appearance of Guy Lombardo's band on the new MBS *Coca Cola Spotlight Band* series, WAAB-Colonial in Boston worked the "local angle". Albert Vigneau, Boston bank employe, was the guest of honor on Colonial's *Spotlight Bands Salutes*, which heralds the six-time weekly *Spotlight* series. Mr. Vigneau is the brother of Lombardo's pianist, Frankie Vgineau.

---

CHET PHILLIPS, formerly of WADC, Akron, has been named to the announcing staff of WCAE, Pittsburgh.


**WASHINGTON'S BIG BUY!**

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence Gen'l Mgr. — Washington, D. C.

**WWDC**


# *Merchandising & Promotion*

**Colonial Salute—Sperry Hearts—They Explain**
**Sherwin-Williams Roto—WLW Awards—Santa's Records**

A CAMERA CONTEST for its listeners with other listeners as picture subjects is being sponsored by WDAS, Philadelphia. The subjects are the faces of listeners in the crowd gathering around the daily "sidewalk interview" broadcast each noon in front of the center-city Karlton Theatre. The camera studies are made by the fans behind a large sign in the lobby of the theatre, which not only calls attention to the program, but contains a hole for the camera and is not discernable to the public. The best pictures are placed on display in the theatre lobby, those submitting pictures selected receiving defense stamps. Also, the subject identifying himself in the display receives a defense stamp.

* * *

### Sperry Hearts

EMBLAZONED with a big red heart on bright yellow paper, KLZ, Denver, has distributed 1,000 store banners to promote General Mills' show for Sperry Wheat Hearts cereal, titled *Stories America Loves*. Banners have been placed in grocery stores throughout Colorado.

### Sherwin-Williams Roto

A SIXTEEN-PAGE rotogravure section showing pictures of successful contestants in scenes from operas and in candid shots in civilian life, with pictures of other performers and notables connected with the *Metropolitan Opera Auditions of the Air*, has been issued by Sherwin-Williams Co., Cleveland, sponsors of the broadcasts. Titled "Sherwin-Williams Radio News", the section includes two pages of homes painted with the company's paints and a page listing all the NBC-Red stations on which the program is heard (Sunday, 5-5:30 p.m.).

* * *

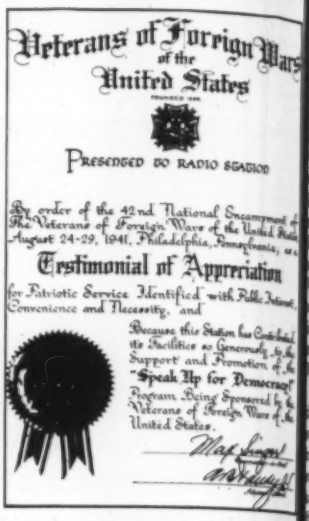
### They Explain

EXECUTIVES of stores sponsoring programs on WPAT, Paterson, N. J., are invited to explain to their potential customers some of the problems resulting from the effect of defense priorities on buying and to make suggestions as to how they may best be circumvented by the buying public, on *Time for Women*, a six-a-week show conducted by Adele Hunt, woman commentator. Guest speakers explain not only matters as shortages of materials, but also the reason for taxes being placed on certain consumer goods while others are left untaxed.

* * *

### WLW Awards

WLW's agricultural department will take an active part in the awarding of trophies at the International Livestock Exposition to be held in Chicago, Nov. 29-Dec. 6. Ed Mason, director of farm programs, Mert Emmert, Lowell Watts and Earl Neal will bring a daily, first-hand glimpse of the show to listeners of the station's *Everybody's Farm Hour*.


Veterans of Foreign Wars
of the
United States
Presented by Radio Station
Testimonial of Appreciation
for Patriotic Service Identified with Public Interest, Convenience and Necessity, and
Because this Station has Contributed its Facilities so Generously to the Support and Promotion of the
"Speak Up for Democracy"
Program, Being Sponsored by the Veterans of Foreign Wars of the United States.

CITATIONS like this are being presented to 443 stations by the Veterans of Foreign Wars. They were authorized at the 42d National Encampment. Formal presentation is made by local post commanders. The stations give 15 minutes on the 11th of each month to promotion of VFW's Americanism campaign.

* * *

### Santa's Records

DISPLAYING a three-color stylized Santa Claus, Columbia Recording Corporation's Christmas campaign brochure has appeared giving illustrations with space in newspapers and magazines together with a list of 68 stations picked to carry the announcements and a description of the accompanying direct mail campaign, first to be used by CRC on a share-cost basis with dealers. The $200,000 campaign will include spot announcements five nights weekly for Columbia Records as Christmas gifts.

### BROCHURES

BUFFALO BROADCASTING Corp.—Coverage maps showing primary and secondary areas both day (in white) and night (in black) of WKBW and WGR.

KARM, Fresno, Cal.—Plastic-bound illustrated coverage brochure, *maps you've been missing something!*

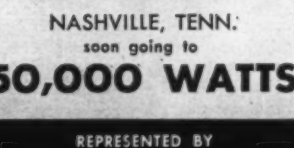
WITH, Baltimore—Plastic-bound brochure describing its Miss Maryland 1941 promotion stunt last August.


**5000 WATTS FULL TIME**
beginning about
**DECEMBER 1, 1941**

**WTAG**
WORCESTER
Complete
Central New England Coverage

**NBC BASIC RED AND YANKEE NETWORKS**
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

**POWER!**
—WHERE POWER COUNTS MOST




**WLAC**
NASHVILLE, TENN.
soon going to
**50,000 WATTS**

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

*Lowest National Rates in New Orleans!*
QUARTER HOUR—ONE TIME
*Daytime*

| | |
|---|---|
| RED | 30.00 |
| BLUE | 30.00 |
| C.B.S. | 65.00 |
| MUTUAL (WNOE) | 20.00 |

**WNOE**
New Orleans' Greatest Radio Value
*A Mutual Affiliate*

## Henderson Speech

*(Continued from page 9)*

generalities. I shall try to be more specific. There is a statement in the prospectus of this meeting that there has been talk of curbing advertising as a means of controlling inflation and restricting it as a means of controlling production." I cannot deny that as a statement of fact because, as all of you know, Washington abounds with "talk" on every subject, and perhaps there is no conceivable proposal that has not been the basis of "talk" in Washington.

All I can say about this one is that I have not been a party to any such conversations. And if "curbing advertising" as a means of controlling inflation and production had been seriously considered, I think I would know about it. Furthermore, I would not want the job of attempting to prevent inflation or limiting civilian production by "curbng advertisng" was my only tool. Even if all advertising expenditures were taken into account, according to your industry figures, only 2% of the value of all manufactured products is involved.

### Stands on Testimony

It is therefore apparent to me that of all the headaches and nightmares that I can visualize in the future, the question of what to do about advertising is unlikely to confront me as a major problem. It has been our experience so far in the price ceiling we have fixed that advertising has not even been considered as a major cost element. Usually questions of labor costs, transportation, raw materials and other items are fully analyzed and appraised, but so far selling and distributing costs have not been urged as a compelling reason for opposing a price ceiling.

If some industry whose prices were under consideration did urge increased advertising cost as the basis of challenging a particular price ceiling, we would of course be required to go into the question. But I stand on the statement which I made in my testimony before the House Banking & Currency Committee that our policy would be as a matter of course to take normal selling and advertising costs into account. I stated further then I had to secret reservations about that statement. I repeat it now.

However, it may have been that some of you gentlemen, or perhaps it was somebody else who did not accept in full faith my statement of that policy, or perhaps it was to make assurance doubly sure that there was written into the Price Control Bill as reported out by the House Banking & Currency Committee the proviso that the powers granted—and I quote: "shall not be used or made to operate to compel changes in the business practises or cost practises or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act". This language was designed to take care of advertising, and I so interpret it.

### No 'Concealed Policies'

The fact that I have stated to you that I have no designs or evil intentions about advertising, and the further fact that it will be an affirmative policy of my office to take into account normal advertising costs, will, I hope, give you whatever assurance you seek on that score. It does not mean that any of your real problems are solved.

I have no way of appraising the immediate future of advertising in a seller's market with a limited supply of consumers goods. It would appear that you have enough real and vital problems without having to create imaginary difficulties. And if any secret intentions on my part or any concealed policies of my office have been included among your worries, I ask that you eliminate them at once.

As Director of the Civilian Supply Division I am supposed to distribute as best I can the materials that the defense program doesn't require. The going is getting tougher. As we shift from the pri-

SWEET SIXTEEN is WRVA, Richmond, and so is Helen Catherine Szourou (left), who was 16 the same day, as was young Bobby Otto Jr. C. T. Lucy, cutter of cake, has been WRVA manager since its inception in 1925. Recently the staff presented him with bowling shoes and other gifts on his 50th birthday.


**KDYL**

serves the Intermountain area, with 785,000 population and $300,000,000 annual spendable income . . . a market worth cultivating.

★

5000 WATTS Day & Night

★

KDYL

*The* POPULAR *Station*

Salt Lake City

Representative: JOHN BLAIR & CO.

NBC RED NETWORK


# ANSWERS *to memory test #1* (questions on front cover)

1 "Uncle Don." This show's gay, new patter and rearrangement has brought it a greater fascination and effectiveness.

2 WOR . . . The method—"The WOR Continuing Study of Radio Listening in Greater-New York," prepared by Crossley, Inc.

3 Bell & Company, maker of "Bell-Ans."

4 WOR's all-night program, "Moonlight Saving Time."

5 WOR. Ask to see this station's "Plowpoint & Pocketbook" which completely describes its rural-farm territory and the amazing opportunities it offers the advertiser.

6 "Ramona and The Tune Twisters," a 15-minute participating show on WOR from 10:45 to 11:00 P.M., Mon. thru Fri.

**WOR**

*that power-full station*

at 1440 Broadway, in New York


*"7 years with the wrong woman,*
*May drive a man to drink,*
BUT
*7 years with the same station,*
*Is a very good record, we think!"*

On September 9, 1941, WJBC completed 7 years of service to Central Illinois. Of the 44 advertisers that started 7 years ago, *41* are STILL ON THE AIR. THE REASON: *RESULTS IN INCREASED SALES.*

Full Time **WJBC** 1230 KC

***Represented by***
**International Radio Sales**

**BLAZE (Ky.) AIN'T SETTING THE WORLD ON FY-YUR!**

Probably you've never heard of Blaze (Ky.). Chalk it up to the fact that Blaze's buying power is just a flickering flame. BUT, the *Louisville Area's* ability to buy is a conflagration—actually 57.1% of the State's *entire* effective buying income! With WAVE, alone, you can completely cover this red-hot Area at a cost that won't burn you up! Turn in an alarm for the dope, today!

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives


orities system to an allocations plan it is hoped that a smoother flow of residual materials will go to non-defense industries. Yet, we all recognize, terrific shortages are going to continue until the job of licking Hitler is finished. None can escape the impact of the increasing utilization of materials and productive capacity for armaments. It is my hope that you in the advertising profession will accelerate your efforts in helping the country understand not only the necessity for adjustments but to devise methods of easing the shock.

Much has been done in the field of substitution for consumers' goods for which defense needs have created a shortage. I have been impressed by advertising copy and radio announcements which emphasize conservation and other helpful methods of bridging the gap. I am certain that your ingenuity and talents will continue to develop new schemes that will be of real assistance to consumers and manufacturers during the difficult days ahead.

### Re Paper Stocks

I know you are interested in our present views and information about the paper situation. According to present data the supplies of newsprint and book paper appear adequate for the next year, in spite of the fact that defense activities are consuming about 20% of the nation's output. As many of you know, there was a substantial increase in the wood pulp price over a year ago. At the present time our information is that there is not a wood pulp mill in the country that will hold together that is not operating at capacity.

Unfortunately uninformed reports of a great paper shortage have tended to create a tight delivery situation on many kinds of paper, and it is our information there exists rather extensive hoarding by some users. This condition has tended to magnify whatever shortage may exist, and were it not for this fear, it is our belief that supplies of paper at this time would be fairly adequate for practically all users.

With respect to future prices, we do not propose to sanction any further increases. In other words if, as it appears, a further rise in price would not result in an increase in output, it is our view that such an increase would be purely inflationary and as such must be resisted. While modesty would forbid me from making the obvious comment that we have done a good job in this field, I can assure you that without present controls prices on wood pulp, waste paper and other paper products would be much above current levels. Moreover, if prices had been permitted to rise, hoarding would probably have been much greater than it is today, with a resulting decrease in paper available to consumers.

### Ready for Trouble

We don't delude ourselves that there is no trouble ahead in the paper field. We anticipate it and are getting set to handle it. It will interest you to know that in the Paper & Paper Products Section of the Price Division a separate Printing Papers Unit is being established. This particular unit will be staffed by men of outstanding experience in the production of printing papers—men who are thoroughly familiar with the manufacturing costs. It will be the duty of this unit to scrutinize closely all current prices of printing papers and to observe price trends for the purpose of recommending action whenever these prices seem unjustifiably high.

There is likewise being established a distributor's unit with personnel of jobber or wholesale experience which will be selected for their knowledge of distribution costs. This unit will follow distributor prices in the same way the other unit examines manufacturers' prices.

### 1942 Auto Production

Together these units will watch closely the printing paper price situation from the beginning of manufacture until the time the product is sold to the printer or the publisher. Recommendations will be made and action will be taken whenever prices seem out of line. I invite printers and publishers to immediately register complaints with us regarding further price increases which occur in the printing papers field. This type of cooperation is essential if we are going to do the job with which we are charged. Such information or complaints should, of course, be specific and contain all the necessary details upon which to base further inquiry.

Another aspect of our job which I am certain is of great interest to you concerns the 1942 production of automobiles. As you know, the Civilian Supply Division of OPM has directed the curtailment of production in 1942 to approximately 50% of the 1941 models. According to the statistics of your indus-

CELERY time in the Rockies finds General Manager Lloyd E. Yoder (left) of KOA, Denver, shipping the mountain delicacy to NBC Vice-President Don Gilman in Los Angeles. Mr. Yoder in the ranchero's outfit turns over the shipment to First Officer Robert Clark of Western Airlines and the feminine onlookers are Beverly Ward, KOA music department, and Mrs. Jack Lyman (extreme right), wife of the station's production manager.


**When you want RECORDING BLANKS in a hurry . . .**

. . . you will find it easy to buy PRESTO. Over 200 leading radio distributors now stock Presto glass, steel and paper base discs . . . cutting and playing needles. They are ready to give you immediate delivery. They will also handle shipments of used aluminum base discs to our factory for recoating and stock the recoated discs for delivery to you as you need them.

If you haven't yet used the new Presto discs, they will send you samples without charge. Take advantage of the convenient service they offer. Write for the name of your nearest Presto distributor today.

**PRESTO** RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4810 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 3548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

*World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs*



**WDRC**

CONNECTICUT'S PIONEER BROADCASTER

**3-Point Landing**

Here's the way to spot radio business in Connecticut's Major Market. Make a 3-point landing by comparing stations for (1) coverage (2) programs (3) rate. In Hartford, you get all three on WDRC.

Basic CBS for Connecticut



There's "sock" in 5 KW on our 580 kc frequency —equal to more than a million watts at the other end of the dial.

**WIBW** The Voice of Kans... in TOPE...

...y, the expenditures for national ...dvertising by the automobile in...ustry in 1940 was about 69 million ...llars. This, I am advised, repre...ented more than 16% of all na...ional advertising expenditures in ...e four principal media of news...apers, magazines, radio and farm ...urnals.

Naturally you are concerned as ...whether a 50% cut in produc...ion is going to result in corre...ponding reduction in national ad...ertising expenditures. I wish I ...ould tell you, I can't because I ...on't know. All I can say is that ...ur only concern and duty is to ...ake sure that the production ...hedules are adhered to and that ...reasonable price is maintained. ...ithin those boundaries, the ques...ion of advertising expenditures, as ...see it, is a matter resting ex...usively within the control of the ...dvertiser.

The Office of Price Administra...on has no official policy on this ...estion and does not intend to ...ve one, except that we will de...ne to make any decision or recom...endation as to the extent of ad...rtising expenditures. I regard ...is as a matter within the area of ...e choice upon the part of manu...acturers, and the only way we ...uld possibly come into the picture ...in the extremely unlikely event ...at manufacturers urged advertis...g costs as a reason for an increase ...prices of the product. Then, un...r the pending legislative pro...sal, our consideration of the mat...r would be limited to the question ...as to whether this device was be...g used to circumvent or evade ...y ceiling established under the ...ct.

**Duty to Perform**

I am quite convinced that you ...ve an important duty to perform ...the crisis which confronts us all. ...u know more about how you can ...fectively perform that duty than ...could possibly know. I am frank ...saying because of the difficult ...ks that have been assigned to me ...need your support.

All of our problems are too real, ...o vital for us to engage in fight...g fantasy and abstractions. Let ...s bury men of straw and unite in ...e recognition that we have a ...mmon enemy that is real and threatening. He is called Hitler. To lick him we must submerge our prejudices and overlook petty annoyances and irritations. And we must do more than that—we must be prepared to make sacrifices and adjustments for the common cause; and no one can predict with any certainty the real extent of those sacrifices.

**Must Survive**

So far as advertising is concerned, I repeat that it must survive as a thriving dynamic force. Not only does it deserve to continue because of its contributions to our way of life, but it has a job to do *now*.

And I can visualize an even greater use of the technique when peace comes and a vast surplus of men, materials and productive capacity calls for the vision and leadership to translate these resources from production for war to production for peace. When that time comes, it is my judgment that if we are intelligent and resourceful, new and vast horizons will open for us all. Our job now is to hasten that day.

## Morgenthau Gratified

WAAT, Jersey City, received a wire of appreciation from Secretary of the Treasury Morgenthau for donating the full 24-hour period between midnight Monday, Nov. 10, and Tuesday, Nov. 11, to the sale of Defense Savings Bonds and Stamps. No commercial messages of sponsors were broadcast by the station during the period unless they had definite reference to defense bonds or stamps. In all, 50 sponsors were affected. Mr. Morgenthau, in his wire, said "we are gratified to hear of your plan. Please express to your advertisers our appreciation also".

## Defense Promotion Plan Made by Chicago Group

CHICAGO COMMITTEE on National Defense, of which H. Leslie Atlass, vice-president of CBS-Chicago was recently appointed radio chairman by Mayor Edward J. Kelly, is planning special radio promotion to stimulate public interest in the defense program during National Defense Week, Nov. 11-16. Serving on the committee are Kenneth D. Fry, NBC-Chicago; Bruce Dennis, WGN; Gene Dyer, WAIT, WGES, WSBC; Al Hollender, WIND-WJJD; Arthur Harre, WAAF; H. C. Crowell, WMBI; Al La Valle, WEDC; Mel Wolens, WCFL; R. W. Hoffman, WHFC (Cicero); Harold Safford, WLS.

J. Oren Weaver, special events director of WBBM, who is also radio chairman of the national defense subcommittee on civilian morale, with the aid of Chuck Logan, Les Mitchell and Robert Hartman of WBBM, and George Roosen, free lance script writer, are preparing special defense scripts, as well as lining up radio talent for special five-minute "V" speeches before theatre audiences and special groups during the week.

## Foster Manages KFAR

WILSON K. FOSTER, formerly commercial manager of KFAR, Fairbanks, Alaska, has been named manager. Lincoln W. Miller has been appointed program director and Alvin O. Bramstedt placed in charge of special events.

**'March' to Europe**

TIME Inc., New York (*Time* Magazine), starting Nov. 14 at 4 p.m. and on each successive Friday, is shortwaving to Europe via WGEO, General Electric shortwave station in Schenectady, a transcribed version of the Thursday *March of Time* broadcasts on NBC-Blue. For some time in the past company has been using a similar arrangement to shortwave the program to Latin America through WGEO, Saturdays at 6:30 p.m. and with a repeat on KGEI, General Electric shortwave station in San Francisco, at 8 p.m. [BROADCASTING, Oct. 27]. Agency is Young & Rubicam, New York.

Here They Are Again!

*Those Aristocrats of the Range*

THE SONS OF THE PIONEERS

*With Their* SYMPHONIES OF THE SAGE *200 New Tunes*

*Produced and Distributed By*

ROY ROGERS, INC., HOLLYWOOD, CAL.

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

MORE PEOPLE are listening MORE HOURS

Recent surveys show that the WLAW audience is growing . . . growing in a market of more than 400,000 radio families . . . the important Merrimack Valley area. You're missing worthwhile EXTRA radio coverage in New England if WLAW is not on your list.

WLAW

LAWRENCE, MASS.
5000 WATTS • 680 KC.
*Columbia Affiliate*
National Representatives
THE KATZ AGENCY, Inc.

In this HARD-BOILED BUSINESS

. . . you win or lose friends on the basis of RESULTS. WHIO has more year-in-and-year-out advertisers on the air than any other station in the Dayton market. Why?

*Because . . .*

WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

## NBC'S 15th BIRTHDAY PARTY

### Celebrated at Station Parties Tied Together By Network After 1 a. m. Signoff

NBC M & O stations took part in the network's 15th anniversary celebration last week with a special intercompany "conversation" Monday night after NBC-Red and Blue had gone off the air at 1 a.m.

Executives of NBC stations in New York, Chicago, Washington, Hollywood, San Francisco, Cleveland and Denver, spoke from dances held by each station, their short talks interspersed with music from the orchestras playing at the different parties. Niles Trammell, NBC president, spoke from the WEAF-WJZ celebration at the Waldorf-Astoria Hotel in New York, with Harry Kopf, Frank E. Russell, Don Gilman, A. E. Nelson, Vernon Pribble and Lloyd Yoder from the cities mentioned.

Also to celebrate NBC's 15th birthday, Roy C. Witmer, NBC vice-president in charge of Red sales, gave a luncheon Nov. 12 for about 47 members of the New York trade press at the Hotel St. Regis, at which Mr. Witmer and Mr. Trammell gave short talks.

Climax of the week's celebration was the three-hour broadcast Saturday night on 243 NBC-Red and Blue stations, as well as via shortwave to Latin America [BROADCASTING, Nov. 10], with more than 2,000 persons participating, including FCC Chairman James L. Fly, Secretary of War Henry L. Stimson, Secretary of the Navy Frank Knox, David Sarnoff, president of RCA speaking from the *Matsonia* in mid-Pacific, Mr. Trammell and stars of radio, stage and screen.

## *STAHLMAN CASE UP EARLY IN DECEMBER*

WITH an answering brief filed last Wednesday by the FCC, the appeal of James G. Stahlman from a District Court decision upholding the power of the Commission to require his appearance under subpoena at the newspaper-ownership inquiry is scheduled to be argued before the U. S. Court of Appeals for the District of Columbia during the first week in December. The Court of Appeals decision is expected during the month.

Decrying the appellant's fear of a "straw man", the FCC brief took flat issue with the position of Elisha Hanson, ANPA counsel handling the Stahlman case, that the FCC's inquiry was illegal and that therefore the subpoena of Mr. Stahlman was a nullity in the eyes of the law. Emphasizing "public interest, convenience and necessity" considerations, the FCC brief held that it has unquestionable authority, under Section 403 of the Communications Act, to hold general hearings such as the newspaper-ownership proceedings [BROADCASTING, Oct. 27].

KIRO, Seattle, in cooperation with the Department of Agriculture marketing service, is initiating a new feature on its *KIRO Housewives Inc.* By announcing daily market price information to listeners, money-savings buys can be made by housewives which in turn will alleviate temporary farm surpluses.

## AGENCY *Appointments*

LA-NU DISTRIBUTING Co., Philadelphia (medicated hair and scalp ointment, cocoanut oil shampoo and Dorothy May Cosmetics), to Julian G. Pollock Co., Philadelphia. Radio, newspapers, and magazines will be used.

GUARANTEE RESERVE Life Insurance Co., Hammond, Ind., to Lane, Benson & McClure, Chicago. Said to use radio.

EARL E. MAY SEED Co., Shenandoah, Ia. (nursery), to Cary-Ainsworth, Des Moines.

LA ROSA MACARONI Co., New York, to M. H. Hackett Inc., that city. Users of radio in the past; new plans being formulated.

BROWN & THOMAS Adv. Corp., New York, continues to service account of Golden Wines Inc., Los Angeles.

ALBERT S. SAMUELS Co., San Francisco and Oakland (jewelers) to Frederick Seid Adv. Agency, San Francisco. Firm currently using radio on KSFO and KROW.

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy Peanut Butter), to Sidney Garfinkle Adv. Agency, San Francisco. Firm is currently using half hour transcribed program *Hollywood Theater* on KQW, KARM and KXL and plans to add to this list.

DE FOREST'S TRAINING Inc., Chicago (trade school), to Buchanan & Co., Chicago. Radio may be used.

EHRAT CHEESE Co., Chicago (Circle E cheese), to L. W. Ramsey Co., Chicago.

MURPHY PRODUCTS Co., Burlington, Wis. (poultry and livestock feeds), to Wade Adv. Agency, Chicago.

REVERE CAMERA Co., Chicago, to Buchanan & Co., Chicago.

SPIC Inc., Chicago (toiletries), to United Adv. Cos., Chicago.

EDELBRAU BREWERY Inc., Brooklyn, to Weiss & Geller, New York. Radio being considered for next year.

MACMILLAN PETROLEUM Corp., Los Angeles (MacMillan gasoline), to Roy S. Durstine Inc., New York. Radio planned for Southern California.

B. CRIBARI & SONS, Madrone, Cal., and New York (San Benito, Sonnie Boy wines) to Dave Lodge Adv. Agency, Philadelphia, to handle the winery's advertising in Pennsylvania. Radio will be used.

### WNBI-WRCA Changes

WNBI and WRCA, NBC international stations have been granted modification of license by the FCC to specify use of frequencies 6100, 9670, 11890, 15150, 17780 and 21630 kc. using 50,000 watts except on 9670 kc. where operation with 50,000 to 100,000 watts is authorized. Station shares time on all frequencies with WRCA and on 11780 kc. with WBOS.


WTCN

NBC STATION—ST. PAUL—MINNEAPOLIS

BIG MARKETS

For the Price of One

MINNEAPOLIS AND ST. PAUL with a POPULATION OVER 800,000

Write for Details of Programs and Time Available, Rates, Market Data, and Information on Merchandizing Service.

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

# Studio Notes

WRDW, Augusta, Ga., sent its special events staff 20 miles into the Georgia wilderness to describe the ground breaking and flag raising ceremonies of Georgia's newest and largest Army training center, Camp Gordon. A program running two hours was transcribed and played back on the station. Because of a lack of facilities, transcription equipment had to be set up four miles from the broadcast origination point.

WFHR, Wisconsin Rapids, Wis., put on a real anniversary celebration to mark its first year in operation, Nov. 1. Three thousand persons paid 40 cents apiece to witness a show consisting of 31 individual acts running 2½ hours. The show was followed by dancing, with music by seven orchestras.

WLW and WSAI, Cincinnati, will carry 15 broadcasts in connection with the annual Red Cross Roll call in that city Nov. 11-29.

KTAR, Phoenix, is claiming a record mail return from its Mexican hour. The program drew 32,758 cards and letters during the month of October. A one-day high of 6,561 replies was recorded.

WSLS, Roanoke, Va., which recently observed its first birthday, has remodeled two new offices adjacent to the studios in the Shenandoah Life Bldg., for the sales department and announcing staff.

KUOA, Siloam Springs, Ark., as its part in national defense has scheduled 15 quarter-hour programs monthly connected direction with the Army, Navy, Treasury or some defense effort. In addition a total of 264 one-minute announcements dealing with national defense are given each month by KUOA.

UNDER direction of Fox Case, CBS West Coast public relations, news and special events director, and his assistant Chet Huntley, a 40-minute program dramatizing functions and scope of operation of the network's Hollywood news bureau was staged before 600 high school newspaper editors attending the Southern California Press Inst. convention Nov. 15 at Whittier, Cal.

WICC, Bridgeport, Conn., through its New Haven studio, on Nov. 19 will resume *Listeners' Theatre* for the fourth successive season in cooperation with the Yale U drama department. WICC originates the weekly series for Colonial Network. Productions employ original scripts by students of playwriting classes of Prof. Walter Prichard Eaton, supervised by Constance Welch, associate professor of play production.

KIRO, Seattle, has distributed about 1,000 CBS *School of the Air* manuals to schools and teachers in its listening area, as well as holding classroom demonstrations in various schools in the territory. A recent preview broadcast, supervised by Hazel Kenyon, KIRO, educational director, drew a large number of State and local education officials.

**BURNED TOAST** is out, warns Pat Peterson, newsman of KLZ, Denver, showing charming new spouse, the former Pat Fletcher of KLZ steno department. New toaster was presented by members of the staff.

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WHO, Des Moines, on Dec. 13 will hold the fifth annual WHO Corn Festival, according to an announcement by Herb Plambeck, WHO farm news editor. Sponsored by WHO in cooperation with major seed corn companies, the Festival is to feature displays in the lobby of Hotel Fort Des Moines. Arrangements are being made for well-known corn judges to place the entries. The 1940 show attracted 166 exhibitors from 11 States and Canada, offering 791 entries and 1,597 ears of corn in the competition.

WBAL, Baltimore, charging an admission price of a can of food to its Happy Johnny's *Roundup* program, will turn over all food received to the Baltimore Department of Welfare for distribution to needy families on Christmas Morning. Unique fee will be charged until Dec. 20.

TRANSCRIPTS of the *U of Chicago Round Table* weekly NBC broadcasts, prepared in Braille, are regularly made available to more than 1,000 deaf and blind persons in a new service of the American League for the Deaf-Blind in cooperation with the American Red Cross.

WCHS, Charleston, W. Va., and the West Virginia Network were on the air 25 minutes after the explosion Nov. 6 at the Blaine Island Carbon & Carbide plant in which three men lost their lives and a score were injured. Description of what was being done to clear the scene was given and assurances sent out to quiet the panic among families of the employes of the carbon company.

WLOK, Lima, O., has started a weekly series of remote programs from the campus of Bluffton College, Bluffton, O. featuring musical groups at the school. A brief talk of an educational nature is given during each broadcast. The series will run 26 weeks.

NEW STUDIOS for CKX, Brandon, Man. are to be opened late in November. The new studio building, alongside the Brandon City Hall, is now finished and equipment is being installed.

WXYZ, Detroit, and stations of the Michigan Radio Network, will carry play-by-play broadcasts of all home games of the Detroit Red Wings hockey teams. Harry Wismer, WXYZ sports commentator, will handle the program.

Let's study some phrases, "fine cooperation . . material benefit . . excellent merchandising . . great pleasure . . complimented on the fine job". Yes, all these are part of Mr. S. G. Alexander's (of Weiss & Geller, Inc.) opinion of WHK's program and product promotion.
A MILD AND SMOOTH CIGARETTE
WHK

CLEVELAND, OHIO

Represented by: PAUL H. RAYMER CO.

KTKC

*"The Voice of the San Joquain"*

with Studios in Fresno and Visalia, Calif.

announces its affiliation

with the

NATIONAL BROADCASTING COMPANY
BLUE NETWORK

Get your message to the half million people in Fresno, Tulare, Kings, Madera and Kern Counties, via KTKC, all located in the rich agricultural San Joquain Valley.

It's a sure bet for

RESULTS!

NOW!—*1000 Watts Fulltime on 920 kc.*

SOON!—*5000 Watts Fulltime on 940 kc.*

*National Representatives*
INTERNATIONAL RADIO SALES

750 KC.—A CLEAR CHANNEL—1000 WATTS
WHAT MORE COULD YOU ASK FOR IN A
PRIMARY OF 330,570 RADIO HOMES
*(Certified mail count)*

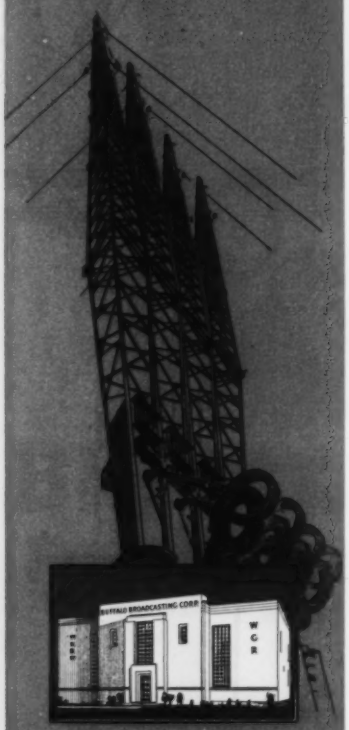
$90,000,000.00 Defense Program **WHEB** The Listening Habit of Central New England

PORTSMOUTH, N. H.

National Representation by Joseph Hershey McGillvra

The BIG NEWS
IN BUFFALO

WKBW
goes to
50,000 WATTS
blanketing 11 states
and 12 million people




New $350,000 Transmitter Plant

WKBW 1520 K. C.
BUFFALO'S 50,000 watt
COLUMBIA NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

National Representatives:
FREE & PETERS, Inc.

# FCC Seeks NBC-CBS Suit Dismissal

## Taylor Backs Up Case For Commission in Affidavit

DISMISSAL of the NBC and CBS suits against the government, challenging the validity of the FCC's chain-monopoly regulations, was sought by the government in motions filed with the statutory three-judge court in New York last Monday by Samuel Brodsky, recently named special assistant to the Attorney General. The motions, seeking in the alternate a "summary judgment" by the court, which would be in the nature of a rarely-invoked dismissal on jurisdictional grounds, were accompanied by a detailed affidavit of Telford Taylor, FCC general counsel.

Under stipulations entered into by the network with the Government, the motions will not be argued until about Dec. 15, the date set by the three-judge tribunal for hearing on the NBC-CBS motions for preliminary injunction.

Dismissal was sought in the motions filed by Mr. Brodsky, with Mr. Taylor and Thomas E. Harris, FCC assistant general counsel, as co-counsel, on the ground (1) that the court lacks jurisdiction; (2) that the complaints fail to state claims upon which relief can be granted, and (3) that even if the court had jurisdiction, the pleadings and other papers filed and the Taylor affidavit show that there is "no genuine issue" as to the material fact and that the "defendants are entitled to judgment as a matter of law."

### Text of Affidavit

The full text of the affidavit accompanying the motions for dismissal follows:

TELFORD TAYLOR, being duly sworn, says:

"1. He is General Counsel of the Federal Communications Commission and as such is familiar with the Commission's proceedings taken under Order No. 37, Docket No. 5060, and that the proceedings include the following:

"(a) The Federal Communications Commission on March 18, 1938, by Order No. 37, authorized an investigation 'to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience or necessity.' On April 6, 1938, a committee of three Commissioners was appointed by the Commission to supervise the investigation, to hold hearings in connection therewith, and 'to make reports to the Commission with recommendations for action by the Commission.'

"(b) Between November 14, 1938, and May 19, 1939, the committee held hearings pursuant to public notice that the Commission would hear any person or organization desiring to present evidence on the matter included for investigation in Commission Order No. 37. The committee requested the national networks, regional networks, station licensees, and transcription and recording companies to present evidence. It also requested information by questionnaire from licensees of stations and from holders of stock in licensee corporations. In addition, persons and organizations requesting an opportunity to present evidence material to the investigation were given an opportunity to be heard. In all, the committee actually heard witnesses on 73 days during this 6-month period. Ninety-six witnesses were heard. Their evidence fills 8,713 pages of transcript. Seven hundred and seven exhibits were introduced. The testimony and exhibits fill 27 large volumes.

"(c) Twenty of the ninety-six witnesses were called by the National Broadcasting Co.; they testified for the equivalent of more than 24 hearing days. Their testimony fills 3,225 of the 8,713 pages of transcript. They introduced 227 of the 707 exhibits. The testimony of one National Broadcasting Company witness, David Sarnoff, president of the Radio Corporation of America and chairman of the Board of the National Broadcasting Company, fills 200 pages.

"(d) Seventeen witnesses appeared on behalf of the Columbia Broadcasting System. They testified for the equivalent of more than 16 hearing days. Their testimony fills 2,180 pages of the transcript and they introduced 186 exhibits. The testimony of the president of the Columbia Broadcasting System fills 130 pages of the transcript.

"(e) Eight witnesses for the Mutual Broadcasting System testified for the equivalent of more than 6 hearing days, filling 670 pages of the transcript and introducing 53 exhibits.

"(f) On June 12, 1940, the committee issued its report based upon the evidence adduced at the hearings and the official records of the Commission.

"(g) In November, 1940 briefs in the proceeding were filed on behalf of National Broadcasting Company Inc., Columbia Broadcasting System and Mutual Broadcasting System and other interested parties. On December 2 and 3, 1940, oral arguments before the full Commission were presented by the parties. These arguments were

"SO AM I!" says WSAI's Winged Plug, "SALES dynamite! A blast out of ME sends MORE of the Cincinnati area's 800,000 women and girls into MORE of its 4,236 groceries and 446 drug stores. And the retailers are READY for them, too, because WSAI PLUGS ITS PROGRAMS. Street car and bus cards, neon signs, news pictures, movie trailers, taxi-cab covers, downtown window displays and a monthly house-organ for dealers are typical of the selling helps employed by WSAI."

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

550
KQ
FIRST on the dial;
FIRST with listeners;
FIRST in results for advertisers
JOHN BLAIR & COMPANY
Affiliate Station WLS

directed to the committee report and to certain draft regulations issued for the purpose of giving scope and direction to the oral arguments. On January 2, 1941, supplementary briefs were filed on behalf of National Broadcasting Company, Inc., Columbia Broadcasting System and Mutual Broadcasting System in which were discussed the jurisdiction of the Commission with respect to matters covered by the committee report and the draft regulations, and in which attention was given to the actual and feasible limits of competition in the broadcasting field, with particular reference to network broadcasting.

### FCC May 2 Report

"(h) On May 2, 1941, the Commission issued its report setting forth its findings and conclusions in the proceeding, together with an order adopting eight regulations (Regulations 3.101 to 3.108 inclusive) setting forth policies which the Commission would thereafter apply in exercising its licensing functions. Two of the seven Commissioners filed additional views dissenting from the action taken by the Commission. The effective date of the regulations was deferred for 90 days from the date of the order with respect to existing contracts, arrangements, or understandings, or network organization station licenses, and further provision was made for extension of the effective date of Regulation 3.106 in order to permit the orderly disposition of properties. On June 13, 1941, the Commission provided for the postponement for 90 days from May 2, 1941 of Regulation 3.107, and for further postponement of the effective date of that regulation in order to permit the orderly disposition of properties. On July 22, 1941, the effective date of the regulations with respect to existing contracts, arrangements, or understandings, or network organization station licenses, or the maintenance of more than one network by a single network organization was again deferred until September 16, 1941, and on August 28, 1941, said effective date was postponed until after the disposition of the petition of the Mutual Broadcasting System to amend Regulations 3.103 and 3.104.

### MBS Plea to Amend

"(i) On August 14, 1941, the Mutual Broadcasting System petitioned the Commission to amend two of the regulations, 3.103 and 3.104. Upon this petition the Commission called for briefs and oral argument by interested parties. Briefs were filed by National Broadcasting Company Inc., Columbia Broadcasting System and Mutual Broadcasting and by one regional network organization and oral argument was held before the Commission on September 12, 1941. Thereafter, on October 11, 1941, the Commission issued a Supplemental Report on Chain Broadcasting (two of the six Commissioners dissenting) together with amendments to three of the regulations (3.102, 3.103, and 3.104). The Commission simultaneously postponed the effective date of the regulations with respect to existing contracts, arrangements, or understandings, or network organization station licenses until November 15, 1941, and suspended the effective date of Regulation 3.107 indefinitely, with the provision that any subsequent order of the Commission placing Regulation 3.107 in effect should provide for not less than six months' notice and for further extension of its effective date from time to time in order to permit the orderly disposition of properties.

"(j) On October 31, 1941, the Commission issued its minute setting forth the procedure to be followed in applying the Chain Broadcasting Regulations. Said minute reads as follows:

### Text of Oct. 31 Minutes

If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5060, or the reasonableness of their application to the particular station, its license will be set for hearing. In order to insure that the station may remain on the air and be in no way injured by any such Commission proceeding and appeal to court from a decision in such proceeding, the Commission will grant such licenses a temporary extension of its license, with renewals from time to time until there has been a final determination of the issues raised at such hearing. In the event of such litigation, and if the validity of the application of the Chain Broadcasting Regulations to such licensee is sustained by the courts, the Commission will nevertheless grant a regular license to the licensee, otherwise entitled thereto, who has unsuccessfully litigated that issue, if the licensee thereupon conforms to the decision.

The supplementary decision and order in Docket No. 5060 indefinitely suspended Regulation 3.107, relating to the operation of more than one network by a single network organization. No similar suspension was made of that portion of Regulation 3.106 relating to network operation of more than one standard broadcast station with substantially overlapping service areas. The Commission will postpone indefinitely any action to prevent such dual station operation if it is shown that the operation of two stations in any city is indispensable to the continued operation of two networks by a single network organization.

The adoption of the foregoing procedure is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations.

"2. A certified copy of said proceedings before the Commission in connection with Order No. 37, Docket No. 5060, is filed herewith and incorporated herein by reference as Exhibit A.

"3. Among the grounds urged by planitiff in support of its contension that the action of the Commission promulgating the Chain Broadcasting Regulations is invalid are that:

1. The Rules are unreasonable, arbitrary and destructive of plaintiff's business without legitimate reason.
2. The Rules are not required by and do not serve the public interest, convenience and necessity.
3. The Rules are not necessary to carry out the provisions or the purposes of the Communications Act of 1934.
4. The Rules are in fact contrary to the public interest, convenience and necessity, and to the provisions and purposes of the Communications Act of 1934.

"Affiant submits that Exhibit A is relevant on the above issues sought to be raised and that it shows that the regulations are not arbitrary and capricious but that they serve public interest, convenience or necessity and carry out the provisions or purposes of the Communications Act, and that there is no genuine issue as to any material fact."

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### Radio Executives Meet

EDGAR FELIX, president of Radio Coverage Reports, and Henry Morgan, WOR comedian, spoke before the Radio Executive Club of New York Nov. 12. Out of town guests were Glen Bannerman, president of the Canadian Association of Broadcasters; Charles Caley, WMBD, Peoria; Hal Bondurant, WHO, Des Moines; Paul Hodges, WLW, Cincinnati; Charles Denny, WERC, Erie; Jim Wade, Free & Peters, Atlanta office; Hal Seville, WBAX, Wilkes Barre.

The MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

WDAY for the Red River Valley
FARGO, N. D. • 5000 watts • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WFAA-WBAP, Dallas-Fort Worth

Noxzema Chemical Co., Baltimore (Noxzema), 13 *sa*, thru Ruthrauff & Ryan, N. Y.

Griffin Mfg. Co., Brooklyn (shoe polish), 157 *sp*, thru Bermingham, Castleman & Pierce, N. Y.

Southwestern Drug Corp., Dallas, 156 *sp*, direct.

General Foods Corp., New York (Post Toasties), 110 *t*, thru Benton & Bowles, N. Y.

Mantle Lamp Co., Chicago, 13 *t*, thru Presba, Fellers & Presba, Chicago.

Luden's Inc., Reading, Pa. (cough drops), 80 *sa*, thru J. M. Mathes Inc., N. Y.

Hulman & Co., Terre Haute, Ind. (baking powder), 62 *sa*, thru Pollyea Adv., Terre Haute.

Seeck & Kade, New York (Pertussin), 82 *sa*, thru Erwin, Wasey & Co., N. Y.

Lever Bros. Co., Cambridge, Mass. (soap), 52 *sa*, thru Young & Rubicam, N. Y.

E. I. DuPont de Nemours & Co., Wilmington, Del. (Paints), 13 *sa*, direct.

Beaumont Labs., St. Louis (cold tablets), 152 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

McKesson & Robbins, Bridgeport, Conn. (Pursin), 26 *ta*, thru H. W. Kastor & Sons, Chicago.

Quaker State Oil Ref. Corp., New York (motor oil), 39 *ta*, thru Kenyon & Eskhardt, N. Y.

Kellogg Sales Co., Battle Creek, Mich. (All-Bran), 150 *ta*, thru Kenyon & Eckhardt, N. Y.

### WLW, Cincinnati

Willard Tablet Co., Chicago, 3 *sp* weekly, 13 weeks, thru First United Broadcasters, Chicago.

Universal Match Division of the Pan American Match Corp., St. Louis (Red Cross cough drops), 13 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.

Aurora Products Co., Cleveland (American Star skin lotion), 3 *sa* weekly, 26 weeks, thru Ray Taylor & Associates, Cleveland.

Seeck & Kade, New York (Pertussin), 5 *sa* weekly, 26 weeks, thru Erwin Wasey & Co., N. Y.

C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 2 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence.

Simoniz Co., Chicago (liquid cleanser), *sa* weekly, 13 weeks, thru George H. Hartman Co., Chicago.

### KYW, Philadelphia

Block Drug Co., Jersey City (Gold Medal Capsules), 3 *sa* weekly, thru Raymond Spector, N. Y.

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 13 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Procter & Gamble Co., Cincinnati (Ivory soap), 4 *sa* weekly, thru Compton Adv., N. Y.

Charles Gulden Inc., New York (mustard), 2 *t* weekly thru Charles W. Hoyt Co., N. Y.

Little Crow Milling Co., Wausau, Ind. (Coco Wheats), 6 *sa* weekly, thru Rogers & Smith, Chicago.

### WGNY, Newburgh, N. Y.

Beverwyck Breweries, Albany, 3 *sp* weekly, thru Peck Adv. Agency, N. Y.

Wm. Wrigley Jr. Co., Chicago, 6 *ta* daily, thru Vanderbie & Rubens, Chicago.

John F. Jelke Co., Chicago (margarine), 3 *t* weekly, thru Young & Rubicam, N. Y.

John F. Trommer, Orange, N. J. (beer), 5 *ta* weekly, thru Federal Adv. Agency, N. Y.

### KECA, Los Angeles

Sealy Mattress Co., Los Angeles, 2 *t*, *sp* weekly, thru Alvin Wilder Adv., Los Angeles.

Harold H. Clapp Inc., Rochester (baby food), 5 *ta* weekly, thru Young & Rubicam, N. Y.

### WIS, Columbia, S. C.

Miles Labs., Elkhart, Ind. (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Agency, Chicago.

Morton Salt Co., Chicago, 3 *ta* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Block Drug Co., Jersey City (Gold Metal Oil), 5 *ta* weekly, thru Redfield-Johnstone, N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Plough Inc., Memphis (St. Joseph aspirin), 14 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

Chattanooga Medicine Co., Chattanooga (Black Draught), 6 *sp* weekly, thru Nelson-Chesman Co., Chattanooga.

G. E. Conkey Co., Cleveland (feeds), 3 *sa* weekly, thru Rogers & Smith, Chicago.

Bayer-Semesan Co., Wilmington, Dela. (seed inoculator), 6 *sa* weekly, thru Thompson-Koch Co., Cincinnati.

Yager Liniment Co., Baltimore, 3 *sa* weekly, thru Harvey-Massengale, Durham, N. C.

Beaumont Labs., St. Louis (Four-Way Cold Tablets), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Lehn & Fink Products Co., New York (Hinds cream), 5 *sa* weekly, thru William Esty & Co., N. Y.

### WBBM, Chicago

Macfadden Publications, New York (*Liberty* magazine), 156 *sp*, thru Erwin, Wasey & Co., N. Y.

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 270 *sa*, thru H. W. Kastor & Sons, Chicago.

E. J. Brach & Sons, Chicago (candy), 52 *sa*, thru U. S. Adv. Corp., Chicago.

Smith Bros., Poughkeepsie, N. Y. (cough drops), 160 *sa* thru J. D. Tarcher & Co., N. Y.

Vick Chemical Co., New York (Vicks Inhaler), 52 *sa*, thru Morse International, N. Y.

Illinois Meat Co., Chicago (Broadcast Corned Beef Hash, meat products), 26 *ta*, thru Arthur Meyerhoff & Co., Chicago.

Shaler Co., aupen, Wis. (Rislone, Karbout, Hot Patches), 6 *ta*, thru Kirkgasser-Drew, Chicago.

### WLS, Chicago

Goodyear Tire & Rubber Co., Akron (farm equipment), 23 *sa*, thru N. W. Ayer & Son, N. Y.

United Drug Co., Boston (Rexall 1c sale), 4 *sp*, thru Spot Broadcasting, N. Y.

Morton Salt Co., Chicago (smoked salt), 39 *t*, thru Klau-Van Pitersom-Dunlap, Milwaukee.

Van Camps Inc., Indianapolis (canned foods), 117 *sp* and 78 *sa*, thru Calkins & Holden, N. Y.

*American Poultry Journal*, Chicago (publication), 3 *sp*, thru Shaffer Brennan Margulis Adv. Co., St. Louis.

### KSL, Salt Lake City

American Popcorn Co., Omaha, 5 *ta*, thru Buchanan-Thomas, Omaha.

American Packing & Provision Co., Ogden, Utah, 52 *sp*, thru Gilham Adv. Agency, Salt Lake City.

Philadelphia Daily News, Philadelphia (*Candid Eye* magazine), 4 *t*, thru First United Broadcasters, Chicago.

### WOR, New York

Coca-Cola Co., Atlanta (beverage), 6 *sp* weekly, thru D'Arcy Adv. Co., St. Louis.

Rum & Maple Tobacco Corp., New York tobacco), 5 *sa* weekly, thru Raymond Spector Co., N. Y.

Musterole Co., Cleveland (cold preventative), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

B. C. Remedy Co., Durham, N C. (headache powders), 3 *sa* weekly, thru Charles W. Hoyt Co., N. Y.

Hi-V Vitamin Corp., New York (vitamin capsules), 6 *sa* weekly, thru Applied Merchandising, N. Y.

Kerr Chickeries, Frenchtown, N. J. (baby chickens), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y

Allstate Insurance Co, Chicago (auto insurance), 3 *sp* weekly, thru E. H. Brown Adv. Agency, Chicago.

Gambarelli & Davitto, New York (wines), *sp* weekly, thru DeBiasi Adv. Agency, N. Y.

Wheatena Corp., Rahwey, N. J. (Cereal), 3 *sp* weekly, thru Compton Adv., N. Y.

Purity Bakeries Service Corp., New York (Taystee bread), 3 *t* weekly, thru Campbell-Ewald Co., of N. Y.

Hoffman Beverage Co., Newark (beer and soft drinks), 3 *sp* weekly, thru BBDO, N. Y.

B. T. Babbitt Inc., New York (Bab-o and Lycon cleansers), 3 *sp* weekly, thru Maxon Inc., N. Y.

Bristol-Myers Co., New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.

### WCAE, Pittsburgh

Pope Labs., Hallowell, Me. (Joint-Ease), 2 *sa* weekly, thru Spot Broadcasting, N. Y.

Vick Chemical Co., New York (proprietary), 6 *sa* weekly, thru Morse International, N. Y.

Manhattan Soap Co., New York (Sweetheart), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Studebaker Corp., South Bend (autos), 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

### WHO, Des Moines

Corona Mfg. Co., Kenton, O. (ointment), 13 *sa* weekly, Campbell-Sanford Adv. Co., Cleveland.

Pennsylvania Salt Mfg. Co., Philadelphia, 65 *sa*, thru Sherman K. Ellis & Co., Chicago.

Kellogg Co., Battle Creek (All-Bran), 150 *ta*, thru Kenyon & Eckhardt, N. Y.

Carey Salt Co., Hutchinson, Kan., 13 *sp*, thru McJunkin Adv. Co., Chicago.

Shaler Co., Waupun, Wis., 7 *sa*, thru Kirkgasser-Drew Adv. Agency, Chicago.

### WENR, Chicago

Peter Fox Brewing Co., Chicago (Fox DeLuxe beer), 167 *sp*, thru Schwimmer & Scott, Chicago.

### KWBW, Hutchinson, Kan.

Griesdieck Western Brewery Co., Belleville, Ill., 6 *sp* weekly, thru Gardner Adv. Co., St. Louis.

### WPAT, Paterson, N. J.

International Correspondence Schools, Scranton, Pa., *sp*, thru N. W. Ayer & Son, N. Y.

*"If the KGIR advertiser doesn't use music in his announcements or programs, or if the music is cleared at the source . . . he doesn't have to PAY for it!! . . . is that NEWS, or have I got to bite a dog?!!"*

## Canada Expanding Paid Advertising

### Dominion Government Buying Heavier on Air Medium

WHILE American advertisers and media are preparing a war council to fight anti-advertising moves [BROADCASTING, Nov. 3], Canadian advertising media, including radio, are enjoying more government paid advertising campaigns than at any time in the industry's history.

The Canadian government is following the British government which is now the largest advertiser, spending approximately $8,000,000 annually in publications, there being no commercial radio advertising in Great Britain. The Canadian government, through various departments, is using a growing amount of paid advertising, including campaigns for financing the war effort, announcing and explaining various war measures as the new price and wage ceiling regulation.

#### Joint Placement

Latest among radio paid advertising campaigns in addition to those mentioned, are paid networks of the Department of Labor, Department of Agriculture, and a forthcoming campaign by the Department of National War Services. Insofar as advertising appropriations of non-government advertisers are concerned, the only stipulation in this year's excess profits taxation regulations pertaining to advertising, allowed for normal expansion in advertising.

Canadian agencies have set up a special wartime committee to handle jointly through all agencies various government campaigns, while a number of government departments are using individual agencies for specific campaigns.

## IZAAK'S FOLLOWERS

### Oakland Fish Series Builds Sporting Business

SIMON HARDWARE Co., Oakland, Cal. (hardware and sporting goods) recently started its 12th year on radio when it signed a 13-week renewal for its program *Fishin' Fool* on KROW, Oakland.

For 11 years this program, with Ralph Stevens as the commentator, disciple of Izaak Walton, has been on the air for the Simon Company. Through its radio advertising the firm has built up one of the largest fishing and sporting goods departments in California.

Stevens goes fishing five days a week, exploring the waters near the San Francisco-Oakland area and on Friday nights he tells where the fish are biting, what bait to use, what tackle and equipment is indicated. Fishing gossip and news fill in the quarter-hour that has become an institution in Northern California.

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KHAS, Hastings, Neb., formerly obtaining its news from regular AP wires, added the PA radio wire Nov. 15.

# Radio Advertisers

GENERAL FOODS Corp., New York (Maxwell House coffee), has started on WBBM, Chicago, four weekly participations on Lorraine Hall's *Every Woman's World*, and also four weekly one-minute early morning transcribed announcements. Agency is Benton & Bowles, New York.

MANTHO-KREAOMO Co., Clinton, Ill. (M-K cough remedy), has started four five-minute newscasts daily on WAIT, Chicago. Business was placed direct by Mrs. M. E. Gillen, treasurer and general manager of the company.

CONSOLIDATED DRUG TRADE Products, Chicago (proprietary), which recently started on WBBM, Chicago, one-hour, early morning *Cousin Emmy & Her Gang* six times a week, has added a 25-minute transcribed Sunday program, *Echols Quartet*, and a half-hour Saturday morning transcribed cornecast, *Cousin Emmy & Her Barn Show*. Latter program is heard live on KMOX, St. Louis, and transcriptions have also been placed on WCAU, Philadelphia; WBT, Charlotte; WWL, New Orleans. Benson & Dall, Chicago, is agency.

FEDERAL OUTFITTING Co., San Francisco (chain clothing), recently started sponsorship of Dude Martin's *Rhythm Roundup*, a half-hour five-weekly on KYA, San Francisco. Agency is Allied Adv. Agencies, San Francisco.

OMAR BAKING Co., San Francisco (chain), recently started participations, five times weekly, on Dude Martin's *Sunrise Roundup* on KYA, San Francisco. Agency is Sidney Garfinkel Adv., San Francisco.

MR. TUMS HIMSELF (J. H. Howe) has a chat with his new comedian, Frank Fay (right), just prior to a broadcast of the NBC-Red program heard at 10:30 Thursday evening. Mr. Howe is president of Lewis-Howe Co., St. Louis (Tums).

SOUDACK FUR AUCTIONS, Winnipeg, has started weekly quarter-hour *Calling the Fur Trade* on CKY, Winnipeg, and spot announcements on CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; CFCN, Calgary, Alta.; CJCA, Edmonton, Alta.; CKBI, Prince Albert, Sask.; CKPR, Fort Williams, Ont.; CFAR, Flin Flon, Man.; CKCA, Kenora, Ont. Account was placed direct.

ROBIN HOOD MILLS, Montreal (oats), started on Nov. 10 thrice-weekly quarter-hour episodes of *Toby & Susy's Corntussel's News* on 16 Western Canada stations. Account was placed by James Fisher Co., Montreal.

P. S. BUSTIN DRUG Co., Toronto, has started a weekly half-hour transcribed show on CKCL, Toronto. Account was placed by Frontenac Broadcasting Co., Toronto.

ARIN Co., San Francisco (tire treatment) using radio for the first time, has started *Yodelin' Johnnie*, cowboy singer, on 4 California stations, a quarter-hour weekly. Agency is Rhoades & Davis Adv., San Francisco. The station list: KFBK KMJ KWG KERN.

YELLOW CAB Co., San Francisco, on Nov. 11, started for 52 weeks *California Story Teller* twice-weekly on KFRC, San Francisco and KHJ, Los Angeles. Ray Lewis is narrator with Jack Moyles doing dramatic sequences. Script is written by Jeane McGahey. Agency is Rhoades & Davis Adv., San Francisco.

GENE COMPTON Corp., San Francisco (restaurant chain), recently started a radio campaign in San Francisco using 12 one-minute transcribed dramatic spot announcements weekly on KYA; participations in the KJBS *Alarm Klock Klub* and the *Magic Hour* concert programs on KJBS weekly. Agency is Frederick Seid Adv., San Francisco.

NEMMER FURNITURE Co., Buffalo, has started sponsoring Jim Wells' late night sport column on WBEN, of that city for 26 weeks. The firm also sponsors thrice-weekly, 15-minute, *Headlines on Parade* on that station. Account was placed through Ellis Adv. Co., Buffalo.

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —SERVED BY WHBF!

—unless you're using WHBF's "inside pull". In this prosperous 52-county area, the farmers listen regularly to WHBF, the 5000-watt station they can Yes sir—thousands of farmers in the Tri-City area are busy making money! But you may get very little "spending response" to your selling messages always hear, regardless of weather! Many advertisers who found they were not effectively "in the picture" in this market when they depended on "outside voices" to do their jobs are now using WHBF for results! Let us mail *YOU* the facts about the *cash response* YOU can get with this proven "inside pull"—which means "home town" favorite WHBF!

Howard H. Wilson Co.
National Representatives

WHBF
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
ROCK ISLAND • DAVENPORT • MOLINE

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

While Others Shift
The Same
WCAO
in Baltimore

☆Same Network.
CBS basic since 1927

☆Same Frequency
600 kc. since 1922

☆Same Popularity
The Voice of Baltimore
Since 1922

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

INTRODUCING

Brookhaven, Mississippi — another of those we serve.

Population — 6,232; Sales Establishments — 164; Total Sales — $5,488,000; Distance from Jackson —56 miles.

Invest your advertising dollars with WJDX—Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

BREAKFAST CLUB COFFEE Inc., Los Angeles (Vitamin B-1 coffee), is sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood. Firm also sponsors *Voice of Friendship*, with Rita Murray, commentator, on 3 CBS California stations (KNX KSFO KARM), Tues., Thurs., 8-8:15 a.m. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

JOHN B. TROLL Co., Los Angeles (Vitamin B-1 candy mints), on Nov. 3 started sponsoring a six-weekly quarter-hour newscast on KNX, Hollywood. Contract is for 26 weeks. Firm also sponsors a five-weekly news program with Herb Allen commentator, on KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, that city, has the account.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), is sponsoring a one-hour recorded musical program six times per week on KFWB, Hollywood, having started Nov. 3. Firm, on that date, started a similar six-weekly quarter-hour program titled *Eastside Merry-Go-Round* on KTMS, Santa Barbara. Both contracts are for 52 weeks. Placement is through Lockwood-Shackelford Adv. Agency, Los Angeles.

STANLEY TALBOTT, formerly with Bethlehem Steel Corp. and General Electric Co., has been named merchandising manager of the Dr. Pepper Co.

CIGAR INSTITUTE OF AMERICA, New York (industry promotion of cigars), on Nov. 26 will start a four-week campaign using 16 one-minute announcements on WMAQ, Chicago, and eight on WENR, Chicago. Agency is Lambert & Feasley, N. Y.

FORD DEALERS' ADV. FUND of So. Cal., Los Angeles, on Nov. 10 started a six-weekly quarter-hour late evening newscast, *Bob Garred, News*, on KNX, Hollywood. Contract is for 13 weeks. McCann-Erickson, Los Angeles, has the account.

## Long-Term Tenor

TEN YEARS waiting for a chance to sing at KDYL, Salt Lake City, proved no obstacle to Tenor Homer Gates who recently presented himself to Emerson Smith, KDYL program director, with a message that he had been told ten years previously by a station auditioner that the half-decade would prepare him for a spot at that station. Sorry! Gates failed to get the job.

NEDICKS STORES Inc., New York, now sponsoring a news and sports show on WHN, New York, and a quarter-hour of Latin American dance music on WNEW, that city, on Nov. 17 is to start *Nedicks Little Show*, a variety quarter-hour, 10:45-11 p.m., on WMCA, New York. Agency is Weiss & Geller, New York.

PABST SALES Co., Chicago (beer and ale), starting Nov. 13 is sponsoring all 48 home hockey games of the New York Rangers and Americans for the second successive year, together with all of the home and away games of the Stanley Cup Playoffs at the end of the season, on WHN, New York. Games are aired Tuesday, Thursday and Saturday at 9:30 p.m. and on Sunday 10 p.m. Bert Lee is doing the play-by-play and Dick Fishell is handling the color. Company at present is sponsoring broadcasts of all the home and away games of the football Giants on the same station. Agency is Lord & Thomas, Chicago.

HOUSE of BETTER LIVING, Los Angeles (natural foods), on Nov. 4 starts thrice-weekly quarter-hour diet talks by Mildred Lager, on KFAC, that city. Contract is for 52 weeks. Other radio is contemplated. Associated Adv. Agency, Ls Angeles, has the account.

GENERAL ELECTRIC Co., New York distributor), is sponsoring *News reel Theatre of the Air* Monday, Wednesday, Friday and Sunday, 6-7 a.m. for four weeks during November to advertise free inspection of oil burners. Account was placed direct.

DR. FLOYD B. JOHNSON, Los Angeles, (religious), through Richard F. Connor Adv. Agency, that city, has started sponsoring a weekly quarter-hour transcribed talk on a group of seven California stations—KQW KVEC KERN KFOX KMTR KGB KFXM. Others will be added. Contracts are for 26 weeks.

DR. PHILLIPS CANNING Co., Orlando, Fla. (fruit juices), recently started two quarter-hour participations weekly on *Jack Kirkwood's Breakfast Club* on KFRC, San Francisco. Contract is for 16 weeks. Agency is Long Adv. Service, San Francisco.

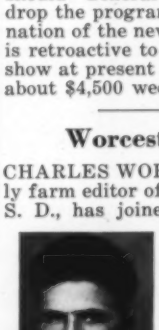
## Goldsmith Acquires Full "Aldrich Family" Rights

A NEW six-year agreement whereby Clifford Goldsmith, author and writer of *The Aldrich Family*, becomes owner of the program (Thursday, 8-8:30 on 87 NBC-Red stations) was effected recently with General Foods Corp., sponsor. Under the old arrangement, which had until October, 1942, to run, Goldsmith was paid what is understood to be $2,000 weekly for writing the script.

As owner he will sell the program to General Foods on a package basis, paying all salaries except those of director and announcer, both of which will continue to be handled by Young & Rubicam, New York, agency in charge. It is understood also that Y & R has first call on finding another sponsor should General Foods decide to drop the program before the termination of the new agreement, which is retroactive to Oct. 1. Cost of the show at present is understood to be about $4,500 weekly.

## Worcester to UP

CHARLES WORCESTER, formerly farm editor of WNAX, Yankton, S. D., has joined the Washington staff of the United Press Radio Wire to write daily On the Farm Front feature. Formerly a Minnesota farmer, Mr. Worcester is a graduate of the U of Minnesota College of Agriculture and was farm service director of WNAX for 2½ years. Previously he performed similar duties with KYSM, Mankato, Minn.



Mr. Worcester

## Morgan in Hawaii

IF WAIKIKI is wacky these days, blame it on Henry Morgan, humorist of WOR, New York. For the Hawaiian Brewing Co., of Honolulu recently started sponsoring a transcribed version of *Here's Morgan* on KGMB, Honolulu and KHBC, Hilo, Mon. thru Fri. 9:30-9:45 p.m. Hawaiian time. A repeat of the original *Here's Morgan* on MBS is picked up and transcribed by the San Francsico Recording Co. and sent to Hawaii via clipper.

WITH the recent addition of five stations, BMI subscribers now total 740. New stations to join are WFNC, Fayetteville, N. C.; KFUN, Las Vegas, N. M.; WSNJ, Bridgeton, N. J.; WOLF, Syracuse, and WFIN, Findlay, O.

Radio stations at *low* frequencies transmit on a *longer* wave-length. A *longer* wave-length means a *stronger* signal—one that retains its power better over distance. WMCA is New York's most fortunate. It operates on New York's *lowest* frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people with clarity—and economy.

WMCA

FIRST ON NEW YORK'S DIAL

Where Sales Multiply

Air Castle of the South

WSM

50,000 WATTS CLEAR CHANNEL

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WJHP

NBC BLUE - MUTUAL

Now MUTUAL and BLUE at WJHP.
Here's Double Value in every minute.
WJHP is a must in Jacksonville.

JACKSONVILLE WJHP FLA.

OMETHING NEW in secretaries, an honorary Indian princess, is Ruth alsh, office aide to Phil Hoffman, of WNAX, Yankton, S. D. Miss Walsh ently accompanied Mr. and Mrs. Hoffman to a WNAX *Vox Pop* broadst in Winner, S. D. Before the broadcast Chief Bone Shirt invited her o his tribe, gave her the tradition tribal shawl and endowed her with e appellation, Princess Ruth, at ceremonies following the broadcast. ssed in full splendor are (l to r) Chief Bone Shirt, Alice Kills Plenty, incess Ruth Walsh, Susie Bone Shirt and Arnold Bacon, WNAX just ain comptroller and not an honorary anything.

## Lieut. Carl O. Petersen

LIEUT. Carl O. Petersen, USNR, radio engineer, explorer, moving picture technician and camera man, who was a member of the first two Byrd Antarctic expeditions, died Nov. 10 of a heart ailment while en route to Portland, Me., aboard the *USS Ranger*. He participated in setting a world's record in radio and aviation, Jan. 25, 1929, conducting the two-way communications over the Bay of Whales from an expedition's plane, "The Stars & Stripes", to the *New York Times* radio station in Times Square, 10,000 miles distant. He was also radio operator of a dog sled expedition which went about 75 miles south of Little America.

*"Saturdays whin WFDF Flint Michigan broadcasts the Metropolitan, it's the Met fur me, it is, or else!"*

## *ILO, GRAND FORKS, MAKES INAUGURAL*

CEIVING permission from the C to begin program tests and mence operation Nov. 1, the w KILO, Grand Forks, N. D., mediately went on the air with watts night and 1,000 day as time-sharing station with the U North Dakota's KFJM, also in and Fork. KFJM will operate m 3 to 5 p.m. daily with the ance of the broadcast day utilby the new KILO.

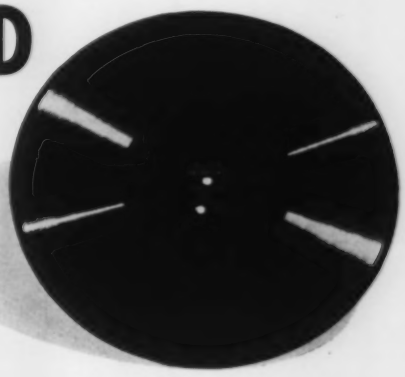
Dalton LaMasurier, manager of FJM, applied to the FCC for e new station after reaching an eement with university officials r the time-sharing deal. Construction permit was subsequently nted last Aug. 22 by the Comsion.

No construction was involved in e new station and the entire staff KFJM was transferred to ILO. KFJM's studios in the First ational Bank Bldg. and transmitr on the university campus will e used by KILO with the latter ation also taking over the comercial contracts of the university ation, according to Mr. LaMarier. Only personnel change was the appointment of Harvey Kees as chief engineer of KILO while Prof. E. J. O'Brien, chief engineer of KFJM, will confine his activities to the university's station. KFJM under the arrangement reverts to its former status of non-commercial operation. Mr. LaMasurier is also operator of KDAL, Duluth, Minn.

### Favor Repaid

PUBLIC SERVICE programs, especially those on controversial subjects, are frequently the cause of more trouble than profit, but they recently paid out for WPAT, Paterson, N. J. Police and firemen in that city, campaigning for higher pay, have met opposition from the newspapers but were given time by the station to present their views, under its "equal opportunity" rule. When, recently, WPAT had some windshield stickers printed, the two departments, in appreciation, voluntarily cooperated by affixing the stickers to 5,000 autos.

ALLIED
GLASS BASE RECORDING DISCS



for broadcasting stations, sound recording studios, schools, musicians, etc.—available for prompt delivery in the professional 16 and 12 inch sizes.

FEATURES:

Durable, flexible special glass base.

Standard overall thickness—every disc uniform thickness—no change of the cutting angle necessary.

Smooth, guaranteed, accurate-size holes—accurate in diameter — accurately centered—drilled directly in the glass base—the same as aluminum.

Extra smooth outside edge—no cutting your hands.

Coating better than the original Allied aluminum base discs, which have been preferred and used in leading studios for the past five years.

Fit any standard make recorder or transcription equipment.

Carefully packed and shipped in special, convenient, safe, easy-to-open, easy-to-use containers — every disc in every shipment guaranteed to reach you in perfect, ready-to-use condition.

IF you have not been using or have not yet tried Allied's New Glass Base Discs, a trial will convince you of their merits and superior quality—at no premium in the cost to you. We invite you to try this disc—that is how we obtain new customers. We feel certain that you will re-order—that is how we build sales volume—from satisfied users. Your telephone call, letter, wire or cable will receive our prompt and courteous attention.

ALSO AVAILABLE
recoating service for your old aluminum discs. Delivery in one week. Details on request.

**PROMPT DELIVERY** *direct from the manufacturer—to any part of the United States, Canada, South America and to some foreign countries.*

ALLIED RECORDING PRODUCTS CO.
21-09 43rd Ave., Long Island City, N. Y.
Phone: STillwell 4-2318 • Cable: Allrecord New York

**ANNOUNCER WANTED**

For general staff duty. Must be fully experienced and meet high standards in voice and other qualifications. Apply to

**KSD**
**ST. LOUIS**
Basic NBC Red Network

**WANTED**
**Permanent Connection**

**Man in early 40's. 12 years radio; 3 years with CBS. Wants position as sales and program manager on station with definite future in its community. Reasonable compensation. Highest references. Box 129A, BROADCASTING.**

### Elson's Sports Series

BOB ELSON, sports announcer of WGN, Chicago, has signed with Forecast Pictures, Chicago, to present a series of motion picture shorts consisting of Elson's forecasts of upcoming sporting events and a sports newsreel feature with Elson as commentator. Titled, Bob Elson's Sports Forecasts, the shorts will be distributed to theatres throughout the country starting in January.

MIRACLE MFG. Co., Conshohocken, Pa., in a complaint announced Nov. 6 by the Federal Trade Commission, is charged with false and misleading representations in advertising for Miracle Radio Control and Miracle Aerial Loop, radio receiver devices.

### KFRE, WWPG to MBS

KFRE, Fresno, Cal., and the new WWPG, Lake Worth-Palm Beach, Fla., will join MBS about Dec. 1, bringing to 192 the total number of MBS affiliates in U. S., Canada and Hawaii. WWPG, owned by the Lake Worth Broadcasting Co., will operate with 250 watts full time on 1340 kc. KFRE will become associated with the Don Lee Broadcasting System, MBS West Coast network affiliate. Station, owned by the Rodman Chevrolet Co., Fresno, Cal., operates with 250 watts on 1340 kc.

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
*SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

**McNARY & CHAMBERS**
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
**GLENN D. GILLETT**
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

**PAUL F. GODLEY**
*Consulting Radio Engineer*
Phone: Montclair (N. J.) 2-7859

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

**HECTOR R. SKIFTER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

**CLIFFORD YEWDALL**
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

**Frequency Measuring Service**
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

**RING & CLARK**
*Consulting Radio Engineers*
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

**RAYMOND M. WILMOTTE**
Consulting Radio Engineer
*Designer of First Directional Antenna Controlling Interference*
Bowen Bldg. • WASH., D. C. • DI. 7417

**Advertise in BROADCASTING for Results!**

# CLASSIFIED *Advertisements*

**Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.**

## Help Wanted

**Wanted**—First class announcer. State experience, references, salary expected first letter. Box 145A, BROADCASTING.

**Announcer**—Experienced man capable of handling rural programs for midwestern station. Box 144A, BROADCASTING.

**Announcer-Control Operator**—Experienced. State age, previous experience and salary expected. Box 143A, BROADCASTING.

**Announcer Continuity Writer**—Wanted by CBS affiliate. Give complete information and salary first letter. Box 132A, BROADCASTING.

**Wanted Program Director Announcer**—5000 watt network affiliate. State age, experience, draft status, salary first letter. Box 133A, BROADCASTING.

**Experienced Woman**—Commentator for department store program, town of 400,000, wanted immediately. Send full particulars, picture, and salary desired. Box 142A, BROADCASTING.

**Record Producing Mail-pull Announcer**—And straight staff man. Send transcriptions, pictures, references. Write fully of experience and results, salary desired. KITE, Kansas City, Missouri.

**Wanted**—Two combination announcer engineers, new station, new equipment. In detailed reply state age, experience, starting salary expected, references, inclose recent snapshot. Station KFFA, Helena, Arkansas.

**Wanted**—Combination program director and and announcer. Must know music and have ideas in programming. North Central Local Station. State qualifications and salary expected. Box 140A, BROADCASTING.

**Smart, Creative, Ambitious**—Free lance writer (male) situated New York or its suburbs to collaborate with me on comedy scripts. Profit sharing basis. Write immediately. Box 135A, BROADCASTING.

**Growing Western Station**—Wants two announcers with friendly commercial style. If you think you are perfect, don't apply. Must be cooperative. Salary and commercial fees. Give experience, salary expected and picture in first letter. Box 128A, BROADCASTING.

**Exceptional Opportunity**—Experienced program-production manager wanted for established network affiliate in premium Southeastern market. Man must be able to create and produce shows which sell against competition. Prefer metropolitan background. All communications held confidential. Box 141A, BROADCASTING.

## Situations Wanted

**Salesman-Executive** — Desire to manage local station. Experienced, capable, married, draft exempt, excellent references. Prefer West. Box 138A, BROADCASTING.

## Situations Wanted (Continued)

**Commercial Manager**—Now employed, [illegible] years' experience all phases, married, draft exempt. A-1 references. Box 137A, BROADCASTING.

**Salesman**—Married experienced network and independent—five years present employed—desire change. Salary and commission. Available thirty days. Box 136A, BROADCASTING.

**Licensed Engineer**—Now employed at 1 kw desires change. 6 years' experience, married, draft exempt. 3 years' experience as chief engineer. Box 137A, BROADCASTING.

**Sportscaster**—Draft exempt, twenty-[illegible] years old, with play by play experience in Football, Baseball, and Basketball. At present employed. Willing to move anywhere for good connection. Box 136A, BROADCASTING.

**Chief Engineer**—5 years' experience construction, operation, maintenance of types of equipment. Have constructed two stations. Can also qualify as experienced announcer. Married. Perfect health. Selective service class 3. Box 135A, BROADCASTING.

**Commercial Manager**—Eight years newspaper, three years agency, four years radio. Exceptional background in national business. Married. Age 38. Employed. Especially interested in network affiliate in medium sized market. Box 134A, BROADCASTING.

## Wanted To Buy

**Station**—Purchaser interested in regional local outlet—Florida or west coast. Will not be successful. All details held absolutely confidential. Basic facts desired. Write Box 146A, BROADCASTING.

**Will Buy, If Priced Reasonable**—Broadcasting station. Confidential. Box [illegible] BROADCASTING.

**Two 78-33 1/3 Turntables**—State age, [illegible] condition, price and length in service. WFOR, Hattiesburg, Miss.

**5 K. W. Amplifier**—State age, make, condition, price and length of service. Box 126A, BROADCASTING.

**Wanted**—One d.c. generator, rated 16 [illegible] 36 amperes, compound wound, speed [illegible] r.p.m of type used with W. E. 5-C transmitter. Would consider two unit motor generator set of same capacity. Also one 19-inch relay rack, 69 inches. Scott Helt, Station WIS, Columbia, South Carolina.

## For Sale

**Two Ideco 270 Ft. Towers**—With [illegible] capacity tops. WHIO, Dayton, Ohio.

**RCA 100-E Transmitter Complete**—Tube free, economical. Details on request. Terms to responsible party. KOKO, La Junta, Colorado.

## WHO WANTS BUGGIES?

### FM Pamphlet Gives Resume Of Modern Medium

DISTRIBUTED to the nation's radio dealers and retailers, FM Broadcasters Inc., New York, has published a 12-page booklet, *Who Wants to Buy a Buggy?*, designated to outline sales possibilities and bring these marketers up to date on FM developments. The booklet was written by Dick Dorrance, WMBI general manager.

Several paragraphs in the meaty pamphlet, which outlines the development and operation of FM broadcasting, are devoted to spiking fallacious notions about FM service and warning against inferior low-price receivers which do not provide the principal advantages of recognized FM reception. The publication is directed particularly to the small dealer and floor salesman who has direct contact with the consumer.

## Murrow Returning

EDWARD R. MURROW, chief of the CBS European staff, last week left his London headquarters for Lisbon to embark from there in about 10 days on an American-bound *Clipper*. Mr. Murrow remained in London past his scheduled departure to "break in" Bob Trout, CBS ace commentator, who was delayed in Lisbon on his way to take over Murrow's post. During Mr. Murrow's extended vacation in the United States, Mr. Trout will be CBS' London correspondent, his first executive job with the network.

TWO PRACTICAL demonstrations of workings of the *Columbia School of the Air of the Americas* will be made before groups of educators, in Atlanta, Ga., Nov. 21 and in Columbia, S. C., Nov. 28. The Atlanta demonstration is part of the agenda of a meeting of the National Council of Teachers of English while in Charleston the showing will be made before the Superintendents, Principals and Supervisors Assn.

SCROLL AND GOLD belt buckle for Dr. W. R. G. Baker (right), were presented in honor of his election as radio-television vice-president of General Electric Co. Presenter was C. A. Priest (left) engineer of the radio transmitter engineering department. Toastmaster at a testimonial dinner in honor of the new GE television studio was J. M. Howell (center), Schenectady works manager.

## Farewell to Swing

NO MORE SWING was the ultimatum laid down at W65H, Hartford FM station. In eliminating cacaphonic cadences from the station's production, Program Director Walter B. Haase stated that FM was "ideally suited" for smoother dance music and symphonies and "we're going to leave the violent swing arrangements to the standard broadcasting stations."

FOR THE 20th year winter weekly broadcasts of personal messages are sent to the Canadian Arctic and sub-Arctic beyond the ordinary reach of telegraph wires, when the Canadian Broadcasting Corp. started the *Northern Messenger* broadcasts from Ottawa on Nov. 7. The program for the lonely hunters, trappers, traders, Mounties, missionaries, nuns, doctors, nurses and others living in the far north, originated with KDKA back in 1922.

## Chicago FM Test

PRELIMINARY testing of W75C, FM station of the Moody Bible Institute, Chicago, also licensee of standard broadcast station WMBI, a non-commercial outlet, was begun Nov. 2. Temporarily W75C is using a 1,000-watt Western Electric transmitter and WE "buggy whip" type of antenna mounted on a 90-foot wooden pole. The transmitter is located on the site of WMBI's transmitter at Addison, Ill., 20 miles west of Chicago. H. Coleman Crowell, vice-president of the Institute and director of WMBI, has announced that W75C will continue to operate with 1,000 watts until the new main 50,000-watt WE transmitter is delivered next spring.

## American Network Stock Adds FM Operators

RECENT additions to the list of stockholders in American Network Inc., organization of FM broadcasters which plan to start limited network operations next year, include WCAE Inc., Pittsburgh; the St. Louis Star-Times Publishing Co., owner of KXOK, and the Indianapolis Broadcasting Co., owner of WIRE. The latter two companies have filed applications for FM stations with the FCC and are awaiting action, while WCAE plans to apply for a permit soon.

Other recent ANI stockholders include the Constitution Publishing Co., Atlanta, Ga., National Life & Accident Insurance Co., Nashville, and WFIL, which owns W53PH, FM station already on the air six hours daily.


U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

REL
FM'S PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

## What? No China

ELMER D. PEDERSON, KFI-KECA, Los Angeles, account executive, recently won a 1942 Packard automobile at a theatre drawing.


DIGGING DIVIDENDS *from ISOLATION*

KROD gives you effective, economical coverage of the El Paso Southwest. Far removed from other markets and large broadcasters, this prosperous area is otherwise radio-isolated. Dig dividends for your client or company by using

KROD

1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl. Reprs.*


## Murphy to Wade

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), has appointed Wade Adv. Agency, Chicago, and will continue its present radio schedule: Half-hour weekly *Murphy Jamboree* on WLS, Chicago, and WHO, Des Moines; similar half-hour program, *Murphy Family Party*, weekly on WMT, Cedar Rapids, Ia.; three live spot announcements weekly on WDAY, Fargo, N. D., and WLW, Cincinnati, and five 200-word announcements weekly on KMA, Shenandoah, Ia.

### Chicago Ad Club Party

CHICAGO Federated Advertising Club on Dec. 18 will hold its annual Christmas party at the Hotel Sherman. Proceeds will go to the Off-the-Street Club, Chicago organization working with underprivileged children. The entertainment committee for the party is headed by James L. Stirton, NBC. C. Chester Carlson, American Colortype Co., is general chairman of the party, and George DeBeer, Bauer & Black advertising manager, will preside at the function.

**DOWN WHERE THEY SLICE** the bacon, executives of Kingan & Co., one of the nation's largest meat packers, and WFBM, Indianapolis, discuss a contract calling for 52-week sponsorship of Gilbert Forbes new cast over the station. Looking over the latest type bacon slicing machine in the 25-acre Kingan Indianapolis plant are (l to r) J. W. McElligott, Kingan general sales manager; L. W. Lindow, WFBM manager; New caster Forbes; Don Menke, WFBM copy editor; Lyle Ludwig, announce and W. R. Sinclair, president of Kingan & Co.

## Agencies

J. P. HAMILTON has been elected president of Tandy Adv. Agency, Toronto, with which he has been connected since its organization in 1927. Prior to that he was with Smith, Denne & Moore, Toronto, joining the agency in 1919 on his return from service overseas in the First World War.

FRED T. LEIGHTY, formerly research director of Sherman K. Ellis & Co., Chicago, has joined Blackett-Sample-Hummert, Chicago, in an executive capacity.

JAMES J. JACOBSON, until recently vice-president of Dundes & Frank, New York, has been appointed sales promotion director of Erwin, Wasey & Co., that city.

DON BELDING, Los Angeles vice-president and manager of Lord & Thomas, has been added to the board of trustees of Los Angeles College of Osteopathic Physicians & Surgeons.

WALTER BURROUGHS, for 12 years Los Angeles manager of Crocker-Union, lithographers-publishers, and recently appointed West Coast manager of H. W. Kastor & Sons, has consolidated the Hollywood radio department with new general offices established at 111 W. Seventh St., in the former city. David McCrosker continues as an associate. Hugo Scheibner has discontinued his Los Angeles agency to join Kastor as an associate.

PAULINE HAGEN, timebuyer of R. H. Alber Co., Los Angeles agency, is currently on a three-week trip to Midwest and East.

ARTHUR GRIMES, formerly associated with the Frigidaire account of General Motors Corp. in the Lord & Thomas Dayton, O., office, has been transferred to Camden, N. J., where he will reside and assist in the contact of the agency's RCA Mfg. Co. account.

HOWARD E. WILLIAMS of Erwin, Wasey & Co., San Francisco, is touring markets in the Midwest and East for Petri Wine Co., planning an advertising campaign.

ELIZABETH DENELT, fashion director of Botsford, Constantine Gardner, has returned to New York after a month's business trip to the West Coast where she conferred with agency heads and executives of Jantzen Knitting Mills, Portland, (swimming suits).

RUFUS RHOADES & Co., San Francisco, large user of network regional and local radio time, on Nov. 1 changed its firm name to Rhoades Davis, Adv. The change was made to include the name of Robert Davis, who has been a partner and vice-president of the firm for the past year. Rufus Rhoades continues as president.

DUNNIE SHEWELL, formerly account executive and merchandising director of Blackett-Sample-Hummert, New York, has joined the marketing department of BBDO, New York.

JOSEPH STAUFFER, radio director of Kenyon & Eckhardt, New York, left recently for Hollywood where he is completing plans and groundwork for the agency's taking over the Standard Brands Chase & Sanborn program effective Jan. 1 [BROADCASTING Nov. 3].

MAURICE CLIFFER, former free lance announcer-writer-actor and script writer of Grant Adv. and Russel M. Seeds Co., Chicago, has joined Malcolm-Howard Adv. Agency, Chicago, as radio director.

ARTHUR VOGEL, formerly of Geyer Adv. Co., has joined Sherman & Marquette, Chicago, as assistant radio director.

WILLIAM F. DAY, vice-president in charge of copy and chairman of the advisory committee J. Walter Thompson Co., New York, has resigned.

JOHN E. HARRINGTON, formerly of the McCann-Erickson, New York, radio department, has joined the radio promotion staff of Edward Petry & Co., New York, station representatives.

LARRY SCHWAB, Broadway and Hollywood producer, who has been with the Biow Co., New York, as producer and idea man, is leaving the agency Dec. 1.


# GET OUT IN FRONT *and SELL*

## in the Central Southwest!

An advertiser who goes after business in the Central Southwest can get it. Incomes are up! Employment is up! . . . People are making money and spending it . . . Business is on the up-swing!

Defense spending?—sure, industries in this area are getting a share of the defense and allied contracts—already well over $200,000,000.00 has been awarded in KWKH's primary coverage zone. Five big army bases inside our primary quarter the largest concentration of troops in the nation.

Get out in front and sell! Tell the eager-to-buy audience in the great Central Southwest with KWKH's 50,000 watts of response-able coverage . . . a real selling tool to help you get more orders.

*KWKH* 50,000 WATTS ★ CBS

SHREVEPORT, LOUISIANA

Serving the progressive Central Southwest

REPRESENTED BY THE BRANHAM COMPANY



1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

OGRAM DIRECTORS of MBS stations convened their semi-annual meeting at the Hotel Stevens, icago, Nov. 9-10, bartering ideas and outlining net- rk program suggestions for submission to the MBS erating board. Busily engaged in a note-taking con- ence are (seated, l to r): R. W. Richmond, WHK- CLE, Cleveland; Bert Hanauer, WFBR, Baltimore; deline Ensign, WOL, Washington, Van C. Newkirk, n Lee; Adolph J. Opfinger, MBS program service nager; John Pierson, president, Press Wireless. anding, Herbert C. Rice, WGR, Buffalo; George ffy, Colonial Network; Murray Arnold, WIP, Philaphia; and Julius F. Seebach, WOR, New York. Also at the two-day conference were: John Tinnea, KWK, St. Louis; Clifton Daniel, WCAE, Pittsburgh; Brad Simpson, WKRC, Cincinnati; Dave Driscoll, WOR, New York. WGN, Chicago, was represented by Frank P. Schreiber, general manager; Claire Oldson and Verne Brooks of the program department; W. A. McGuineas, sales manager; Ben Berentson, sales promotion manager. From the MBS office in New York, Wallace Walker, statistician; Andrew L. Poole, traffic manager; Tom Slater, special events coordinator; Ruth Allen; and from the Chicago office Don Pontius, midwestern sales promotion, and Miles E. Lamphiear, auditor and office manager attended.

## *TATIONS PLAN NEW BS VARIETY SERIES*

OGRAM directors of MBS sta- s, meeting in Chicago last week mpleted plans for the presenta- n of a new series of 30-minute riety shows to be heard four es weekly. Thirteen station pro- am directors met with MBS de- rtment heads at the meeting, a mi-annual affair.

The new variety series, as yet titled, is slated to begin Monday, c. 1, and will run Mondays ough Thursdays, 3-3:30 p.m. ST). WHK, Cleveland, will serve the base of the new series, with kups from Chicago, Cincinnati, s Angeles, Buffalo, New York, troit. Each contributing station ll handle the production of its rticular unit, but WHK will co- dinate the show.

In addition to discussing the new riety series, the program bosses ent over many phases of network eration, pledging additional spe- l events and sports attractions. me of the plans discussed will be med on to the MBS board of di- ctors and operating board for ification.

ERARD DARROW, nine-year-old *ow Kid*, will be m.c. on the *Treasury* ur program Tuesday, Nov. 18, 8-9 .m.

All textile plants in the Piedmont Section of South Carolina are at peak capacity, with an all-time high in employment and payrolls. All have defense orders and priorities. This area is dominated by WSPC, Greenville, South Carolina. 5000 watts—NBC Red Network—Weed and Company, Representatives.

## ANA-4A Sessions

(*Continued from page 8*)

as food processing, for example. He advised those interested in container problems to take them up with the OPM Container Branch. He explained another myth centering around his alleged opposition to an expanded supply of consumers goods. Actually, he is pleased in such cases, he explained, because then "you don't need a price schedule".

### Institutional Copy 'Ingenious'

A further statement of pro-advertising views came as Mr. Henderson was answering a question about publication problems during the allocations era brought about by the war economy. The Federal official definitely and convincingly declared that he likes institutional advertising copy. "It's ingenious," he said, and predicted it would occupy a prominent place in both the war and post-war economy.

As to publications, Mr. Henderson said he didn't see much present danger of a paper shortage, nor did he know of any plans to limit the circulation of magazines.

Mr. Young, who also has been a member of the Business Advisory Council, Department of Commerce, and special assistant to the Coordinator of Inter-American Affairs, suggested that present educational functions of the advertising industry he strengthened. Among them he listed activities of the Advertising Federation of America and its local affiliate clubs: Better Business Bureaus and Chambers of Commerce; the AAAA Committee on Consumer Relations, which cooperates with media owners; the Advertising Research Foundation, jointly formed by the ANA and AAAA. The need thus is to "sell" advertising to the public.

As part of this selling job, he asked rhetorically: "Could we not, individually, be a little less noisy on the radio, a little less brutal in the newspaper, a little less silly in the magazines without reducing our effectiveness as salesmen? All I know is that too many people say they get from too much advertising a faint whiff of that about which your best friend won't tell you."

### ANA OFFICERS

Chairman—Gordon E. Cole, Cannon Mills.
Vice-Chairmen—Carleton Healy, Hiram Walker Inc.; C. G. Mortimer, General Foods.
President—Paul B. West.
New Directors—H. W. Roden, Harold H. Clapp Inc.; A. O. Buckingham, Cluett, Peabody & Co.; M. H. Leister, Sun Oil Co.; C. C. Carr, Aluminum Co. of America; Jule Miller, Pet Milk Sales Corp.; Paul Ellison, Hygrade-Sylvania.

### Mello Testing

HEYMAN PROCESS Co., New York (Mello chocolate drink), is conducting a test campaign of one-minute live announcements, 20 times weekly for seven weeks on approximately 10 stations in Buffalo, Rochester, Syracuse and Albany. Weiss & Geller, agency handling the account, indicated that expansion is definitely contemplated if results are successful.

### Opens Dallas Branch

CAMPBELL-EWALD Co., New York, has opened a Dallas branch of its agency in the Republic Bank Bldg., to service its accounts in the Southwest area. Manager is Aubra Dodson, formerly of KPRC, Houston. Telephone is C-1318.

WGNY
1000 WATTS
NEWBURGH, N. Y.

ASK A LOCAL MERCHANT

Yes, ask the local merchants in the Mid-Hudson valley and they'll tell you they like WGNY results. More local merchants are using WGNY each new season. The local boys, we think, are good buyers . . . and they're buying WGNY (with studios in Newburgh, Poughkeepsie and Middletown).

WGNY now operates with 1000 watts on a clear, regional channel. Before January 1, 1942, you can buy time on WGNY at the old 250 watt rates. One trial will convince you it's wise to

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
*National Representatives*

EXPERIENCE
CJOR looks back on more than 15 YEARS of active service to the community.
CJOR
Vancouver—B. C.
Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 K. C. 1000 Watts

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

# BMI Approves Long-Term Pact With A Million-Dollar Budget

PROVISIONS for long-term contracts for performance of BMI music, overlapping the terms of the eight-year ASCAP agreements, were approved last Wednesday by the board of directors of BMI at a special meeting in New York.

While precise details of the sliding scale formula have not been evolved, the plan in principle was unanimously approved. It provides roughly for a budget in excess of $1,000,000 annually for the industry-owned music company. Rates, according to NAB-BMI President Neville Miller, will be further reduced, resulting from economies in operation impossible during the first phase of BMI's existence.

### Contract Runs to 1950

This budget compares to one of approximately $1,200,000 provided for the current year, and was said to assure the continued existence of BMI as a dominant factor in the music performance field.

The term of the new contract, covering blanket licenses, will be from March 12, 1942, until March 11, 1950. ASCAP contracts signed with the networks and with individual stations run until Jan. 1, 1950. Current BMI contracts expire next March 12.

The sliding scale of payments will be proportionately reduced in each bracket, under the formula adopted. It was expected that the precise plan would be announced during the week, after completion of actuarial tabulations. The principles agreed to by all members of the board were regarded as "fair to all branches of the industry", President Miller stated.

Attending the session, in addition to President Miller, were NBC President Niles Trammell; CBS Executive Vice-President Edward Klauber; John Shepard 3d, president, Yankee-Colonial Networks; Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WTIC, Hartford, and John Elmer, WCBM, Baltimore, all BMI directors. Also in attendance were Sydney M. Kaye, executive vice-president of BMI, M. E. Tompkins, vice-president and general manager, and Carl Haverlin, stations relations director.

Indicative of the tranquility that pervaded the meeting was the reaction of Mr. Damm, a veteran copyright crusader. In a letter to NBC President Trammell, last Thursday, he said:

"We want to go on record, in view of the splendid attitude taken by the National Broadcasting Company at last week's BMI meeting, that we will rebate to NBC an amount equivalent to that which NBC will pay to BMI in clearing BMI music used on network programs carried by WTMJ."

## ASCAP Drops Fight

WITH the amicable settlement of its overall copyright dispute, ASCAP has dropped its litigation against the 1937 Washington State anti-ASCAP statute, according to an announcement in Olympia this week. ASCAP has complied with the requirement that it file with the Secretary of State its catalog of compositions available for licensing, it was stated, enabling it to resume the licensing of stations in the state, which have not been paying ASCAP, with certain exceptions, since enactment of the state statute.

### Lanius' Father Dies

C. H. LANIUS, father of Charles Lanius Jr., acting chief of NBC's European staff, stationed in Berne, Switzerland, died Nov. 13 at his home in Harlowton, Montana, after a long illness. Mr. Lanius Jr. was advised of the death on the Nov. 13 broadcast of NBC's regular *News of the World* program, when he came on the program to give his report from Berne.

# *ASCAP Disc Clearance Set; Industry Resentful of Ban on Football Music*

CLEANING UP some of the loose ends on ASCAP's return to the air, NAB President Neville Miller last Friday announced that at a meeting in New York wtih ASCAP officials two days earlier the meaning of local contract provisions with respect to clearance at the source of transcriptions had been clarified. Simultaneously he announced that difficulties still are being encountered on broadcasting football music on non-licensed stations, but that progress was being made on regional network contracts, with settlement expected shortly.

Alluding to the understanding with ASCAP on clearance at the source of electrical transcriptions, Mr. Miller said:

### Three Possible Cases

The question has been raised concerning clearance at the source of commercial transcriptions. There are three possible cases:

1. Stations having no ASCAP license:—Transcriptions will be cleared by ASCAP for the advertiser upon payment of 8% or 2% depending upon the character of music used.

2. Stations having a per program license:—The transcription will be cleared either by the advertiser paying 8% or 2% or the station including the program under the station's per program contract.

3. Stations having a blanket license:—Such stations have the right to play the transcriptions without any further clearance and will include the program under the station's blanket contract and pay 2¼%.

Although the actual operating plan has not been worked out as yet, it is presumed that ASCAP will furnish to advertisers and agencies lists of stations with ASCAP licenses indicating the character of each license. Most likely the plan will require clearance only for those stations not licensed, the licensed stations reporting to ASCAP in the regular method.

### NAB Dissatisfaction

Regarding football music, Mr. Miller said that on Nov. 7 the ASCAP board suddenly decided not to continue its previous policy of permitting broadcasting of ASCAP music by non-licensed stations on local and regional football programs over the weekend.

That the NAB looks with disfavor on the ASAP action was made clear in its bulletin last Friday. Contract forms negotiated with ASCAP had just reached stations, and because they were extremely complex, stations did not have time to study the terms, much less execute them prior to the Nov. 7 move. Moreover, it was said no form of contract of any kind had been submitted by ASCAP, despite repeated requests, for the special football networks.

"Under these circumstances, the industry expected that ASCAP would continue its previous policy of permitting the football music to be used," said the NAB. "The reversal of policy was learned only late last Friday (Nov. 7) at a time when it was too late to do anything about it."

### Suggestion for Future

Declaring that the question since has been discussed with ASCAP, NAB stated that Society officials said protests had been made by some ASCAP members and therefore the Board did not believe it should issue any additional waivers. NAB suggested that on future football broadcasts stations carrying games which have not been cleared at the source should communicate directly with ASCAP. It said it had been informed by ASCAP that special licenses for single games will be issued at a rate of 8%.

Mr. Miller announced also that he had received a telegram from ASCAP Nov. 13, confirming the understanding reached the same day that errors made in both commercial and sustaining blanket licenses offered stations by the Society would be corrected.

"Local stations intending to sign ASCAP blanket licenses," Mr. Miller said, "should strike out Paragraph IV of the 'Local Blanket Commercial Letter' and Paragraph III of the 'Local Blanket Sustaining Letter' before signature, and initial the deletion in the margin.

"The effect of striking these paragraphs is to retain in the station the right to switch at the end of any year from blanket license to per program license, and vice versa. Stations failing to strike these paragraphs lose their right to switch to per program during the term of the contract.

"ASCAP has agreed to delete the above paragraphs from any contracts which have been signed with local stations heretofore."

## elephone Union elaying Strike

**T&T Wage Dispute to Come efore USCS Nov. 21**

TRIKE THREATENED for Nov. by 15,000 members of the Fedation of Long Lines Workers folwing a wage dispute with AT&T, been postponed by the union at e request of Dr. John R. Steelman, head of the U. S. Conciliation rvice. In informed quarters it s thought the threat had been ndoned entirely.

According to John J. Moran, sident of the FLLW, an execue session will be held Nov. 21 in w York between representatives the USCS and the union's naal council, which includes disct leaders of the 21 areas in the states which make up the Fedation. Basic demand of the union that AT&T agree to bargain th it as a unit rather than indiually with its division areas, d grant wage increases to workin five of the areas. The aver- wage increase demanded by the ion is about 4%.

**Notice to Networks**

ast week when the strike had n definitely declared as taking ce at 11:59 p.m. Nov. 14, Henry yer, counsel for the union, notiied the networks of the intention strike and asked them "to advise which spots we can set up a sufient force to keep open those ra- wires which are hooked into tional defense projects."

NBC, CBS and MBS all replied Mr. Mayer's wire that the conplated strike, which would tie all long-distance communicans as well as network broadsting, "would be a national caity"; that "uninterrupted servto stations is essential to naal defense", and that "the enre nation depends on network adcasting at this time", thereby aking it "impossible to designate few isolated spots . . . to keep en radio wires".

### Xmas Cigar Plugs

ENERAL CIGAR Institute of merica, New York (cooperative), arting Nov. 26 will use radio for e first time, with a series of tranribed institutional announcements. ces will be played five times eekly on an undisclosed number stations in 21 major markets. gency is Lambert Feasley, New ork.

## Scripps and Bannister Promoted in Revision of 'Detroit News' Radio

REORGANIZATION of the managerial structure of WWJ, Detroit, was announced last Friday by William J. Scripps, manager of the station, who assumes the newly created post of general manager of radio for the *Detroit News*. Harry Bannister, veteran sales manager of WWJ, was named manager of the station.

Succeeding Mr. Bannister is Harry Betteridge, formerly of WWJ, and recently of the George P. Hollingbery radio station representation office in New York. Mr. Betteridge's assistant as sales manager is Harold Priestley.

Edwin K. Wheeler, of the WWJ sales staff, was named by Mr. Scripps as manager of W45D, the *Detroit News* FM station. Forest Wallace, operations manager of WWJ, was named business manager for both stations.

## Call Letter Transfers In New York Authorized

WNEW, New York, will operate on 1130 kc. with 10,000 watts power and WOV, also in New York, with 5,000 watts on 1280 kc. under a mutual agreement to exchange call letters approved last Wednesday by the FCC. Apart from the FCC-approved call letter switch, the exchange arrangement between Greater New York Broadcasting Co., owned by Arde Bulova, and Wodaam Corp., operating the 1280 kc. station six-sevenths time, also covers transfer of programs and program personnel from the former 1280 kc. operation to the new 1130 kc. location, although programs still will be identified by the same call letter, WNEW.

### Two Regional Boasts

TWO regionals received authority from the FCC last Wednesday to boost their power to 5,000 watts fulltime, pursuant to Havana Treaty provisions terms. WNBC, New Britain, was granted a construction permit to increase its night power from 1,000 to 5,000 watts on 1410 kc., using a directional antenna both day and night. KGER, Long Beach, Cal., was granted a construction permit to make changes in its equipment and increase its power from 1,000 watts to 5,000 watts fulltime in 1390 kc., using a directional at night.


KINY
"The Friendly Voice of the Capital"
Take a look at Alaska! and KINY's national advertisers' Libby, McNeill & Libby, Borden's, Lipton's Tea, Kraft Cheese, Reynolds Tobacco Company, Postal Telegraph, Bulova Watch, Alaska Steamship, Chase & Sanborn, Best Foods and others!
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES


## *FCC Affirms Ruling of Motions Officer Denying Atlanta Depositions for WGST*

WITH unmistakable indications of a political fight, the FCC on Nov. 8 announced its affirmation of an earlier decision of Motions Commissioner George H. Payne denying a petition of Georgia School of Technology, operator of WGST, Atlanta, to take depositions in Atlanta in connection with a hearing, scheduled for Dec. 1, on the school's application for license renewal.

The Commission announcement climaxed an exchange of pointed communications between FCC Chairman James Lawrence Fly and Arthur Lucas, prospective operating lessee of WGST, and a long series of petitions and counter-propositions growing out of the FCC inquiry into the alleged passing of control from the hands of the licensee to a lessee.

**Defies 'Threat'**

Taking issue with the action of Mr. Lucas, co-licensee of four Georgia stations, in spreading his complaint to members of the Georgia delegation in Congress, as well as to Stephen T. Early, White House press secretary, Chairman Fly declared in a Nov. 7 letter to Mr. Lucas: "So long as I am chairman of the Commission, decisions are going to be made upon the merits and not in accordance with purely political influence, threats or coercion."

It is understood the station does not plan to take the denial of its petition for taking depositions to court, and will participate in the Dec. 1 hearing, although it does not surrender its right subsequently to question the Commission's action.

The WGST license renewal application, originally scheduled for hearing Nov. 26, 1940, has been continued for a year both at the request of the licensee and on the FCC's own motion. At one time set for Atlanta, the Commission on Aug. 22 directed that the hearing be held in Washington, later setting the Dec. 1 date.

**Pickard Heads CBS**

Southern Broadcasting Stations Inc., headed by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, which for the last 10 years has operated the station under an agreement regarded as a management contract, on Aug. 28 petitioned to intervene in the renewal proceeding on grounds that its contract with the school was in issue because it extended to Jan. 6, 1950. Following an unsuccessful petition by the licensee to hold the hearings in Atlanta rather than Washington, the licensee school petitioned for an order to take depositions of 12 persons in Atlanta.


WHAT'S TODAY'S BEST RADIO BUY IN THE DETROIT AREA?

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# ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

## NOVEMBER 8 TO NOVEMBER 14 INCLUSIVE

## Decisions . . .

**NOVEMBER 10**

**WGST, Atlanta**—Denied petition review order of 10-29-41.

**NOVEMBER 12**

**NEW, Mid-American Broadcasting Corp., Louisville**—Granted petition reconsideration and grant CP new station 1080 kc 1 kw N 5 kw D directional.

**KGBX, KWTO, Springfield, Mo.**—Denied joint petition for rehearsing against new station grant of 9-9-41.

**WNBC, New Britain, Conn.**—Granted CP increase 5 kw directional changes.

**KGER, Long Beach, Cal.**—Granted CP equipment changes increase 5 kw unl. directional N.

**WOV, New York**—Granted petition exchange call letters with WNEW.

**NEW, McKeesport Broadcasting Co. Inc., McKeesport, Pa.**—Designated for hearing application CP new station 960 kc 1 kw D.

**KWFT, Wichita Falls, Tex.**—Designated for hearing application increase 5 kw N.

**WROL, Knoxville, Tenn.**—Designated for hearing application 1 kw N.

**NEW, J. Marion West, Wesley W. West and P. M. Stevenson, Houston, Tex.**—Placed application CP new station in pending file under Order 79.

**NOVEMBER 13**

**NEW, Community Broadcasting Corp., Middletown, N. Y.**—Proposed to grant CP new station 1340 kc 250 w unl., action would automatically deny similar application of NEW, **Herbert L. Wilson, Middletown.**

**NOVEMBER 14**

MISCELLANEOUS — **WAAF, Chicago,** granted continuance to 1-16-42 until 30 days after Commission acts on petitioner's show cause order; **WSPA, Spartanburg, S. C.,** granted leave intervene WAAF application; **KFRO, Longview, Tex.,** denied motion modific. applic. be placed in pending file, hearing continued to 2-16-41; **NEW, Imes-Weaver Broadcasting Co., Murfreesboro and Columbia, Tenn.,** motion amend applications to 1340 kc. granted withdrawn from hearing docket; **NEW, Capitol Broadcasting Co., Port Allen, La.,** granted continuance consolidated hearing to later date; **W57A, Schenectady, N. Y.,** granted leave amend applic. modific. CP new FM station to 48.5 mc., remove from hearing docket; **NEW, Norfolk County Broadcasting Co., Norfolk, Va.,** granted in part motion dismiss applic. CP new station; **WOR, New York,** dismissed petition intervene Crosley Corp. Applic.; **WSOY, Decatur, Ill.,** granted leave amend applic. within 30 days, dismiss petition as to removal hearing docket.

## Applications . . .

**NOVEMBER 13**

**WGNY, Newburgh, N. Y.**—Special service authorization unl. hrs.

**WMCA, New York**—Voluntary assignment to WMCA Inc.

**WHEC, Rochester, N. Y.**—CP new transmitter, directional N & D change 790 kc increase 5 kw N & D.

**WSPA, Spartanburg Advertising Co., Spartanburg, S. C.**—CP directional changes increase 5 kw D & N.

**WALB, Albany, Ga.**—Amend applic. CP 1550 kc. omit request 1550 kc directional changes.

**KOTN, Pine Bluff, Ark.**—CP install new transmitter.

**WAPO, Chattanooga, Tenn.**—CP directional changes increase 5 kw D & N.

**WMC, Memphis, Tenn.**—CP install new transmitter increase 1 kw N 10 kw D directional N.

**New, Portland Broadcasting Co., Portland, Ore.**—CP new station 1450 kc 250 w share KBPS (facilities KXL when vacated).

**KPAS, Pasadena, Cal.**—Special service authorization 5 kw until 5-1-42.

## Tentative Calendar . . .

**WCAM, Camden, N. J.,** renewal and modific. license; **WCAP, Asbury Park, N. J., same.**

**WTNJ, Trenton, N. J.,** same (further consolidated hearing, Nov. 19).

**KWK, St. Louis,** CP 680 kc 50 kw unl. directional D and N (Dec. 15).

**WAAF, Chicago,** CP 950 kc 1 kw directional N unl (June 16).

## New Middletown Local Proposed

### Action Would Deny Similar Request of H. L. Wilson

A NEW local in Middletown, N. Y., was proposed last Thursday by the FCC when it issued its proposed findings of fact and conclusions after a recent consolidated hearing proposing to issue a construction permit to Community Broadcasting Corp., applicant for a new station in the New York city. Findings specified operation on 1340 kc. with 250 watts and necessitates denial of a similar application by Herbert L. Wilson, New York consulting engineer, for like facilities in Middletown. Such a proposal by the FCC is equivalent to a grant unless the action is contested within 20 days, the protest period allowed by the Commission.

Principals in Community Broadcasting Corp. are Martin Karig Sr. and his wife, Elsie, controlling 180 of the 202 shares issued so far; their son, Martin Karig Jr., 20 shares; Alwyn Karig, brother of Martin, 1 share; and Robert E. Lee, 1 share. Total issue will be 1,250 shares. The Karigs have stipulated to sell a hardware business they own at present in order to devote more time to the new station, if finally approved.

The FCC favored the Community application over that of Mr. Wilson, stating Martin Karig Jr., who would manage the new station, has "demonstrated a greater familiarity with local conditions (in Middletown) than Herbert L. Wilson". The Commission also contended that Mr. Karig had proposed to serve on a purely local basis, whereas Mr. Wilson had signified his intention to join a national network if granted the station.

### Peter Paul Time

ALTHOUGH no official comment from NBC executives was forthcoming, it was understood last week that the network had discontinued all efforts to clear time on the Red Network for a quarter-hour news program with Robert St. John, under sponsorship of Peter Paul Inc., Naugatuck, Conn. (chewing gum, candy). When the company first planned to expand the program, now heard on WEAF, New York, daily from 5:45-6 p.m., immediate objections arose because of the conflict with the *Esso Reporter* news program, which immediately follows that period on many of the Red stations. Time might be cleared for the Peter Paul program on the Blue network, it was rumored, but no details had been arranged Friday, nor would the agency, Platt-Forbes, New York, make any further comment.

LAST WORD DEPT.: "If Missouri U beats Michigan State, I'll climb that smokestack!" Paul Aurandt, program director of WKZO, Kalamazoo, so exclaimed in propositioning Harry Caray, WKZO sports announcer, who accepted the challenge vice versa, on the outcome of the Nov. 1 Michigan State-Missouri football game. Announcer Caray, who stuck to his home State's team, thoroughly enjoyed Aurandt's precarious ascent in a bosun's chair after Missouri had handed State a 19-0 walloping. Too good an opportunity to miss, Aurandt took a WKZO microphone up with him.

### Il Progresso Converted Into General Ad Agency

IL PROGRESSO Broadcasting System Inc., New York, incorporated last month to produce and sell Italian programs to WBYN, Brooklyn [BROADCASTING, Oct. 27], has a new adjunct, Il Progresso Advertising Service Inc., which will be run as an advertising agency for national accounts under the exclusive management of Hyla Kiczales, former general manager of IPBS.

The agency, located at 132 W. 43rd St., will specialize in radio and newspapers for its accounts, Miss Kiczales stated. Formerly general manager of WOV, New York, Miss Kiczales also managed WBIL, former New York parttime outlet, along with WPEN, Philadelphia.

### LaHay to Chicago

ANN LaHAY, director of women's of WCKY, Cincinnati, has resigned to become radio editor of the new Chicago morning paper, to be published by Marshall Field III. Miss LaHay, formerly of KLZ, Denver, will assume her new duties about Dec. 1, L. B. Wilson, president and general manager of the station, has made no announcement of a successor.

## Network Accounts

All time EST unless otherwise indicated

### New Business

ARIN Co., San Francisco (tire preparation), recently started *Yodel Johnny* on 4 McClatchy stations in California, Sun., 12-12:15 p.m. (PST). Agency: Rhoades & Davis Adv., San Francisco.

CREAM OF WHEAT Corp., Minneapolis (hot cereal), on Nov. 17 started the *Breakfast Club* on 65 NBC Blue stations, Fri. and Sat., 9-9:15 a.m. Agency: BBDO, Minneapolis.

MACFADDEN PUBLICATIONS Inc., New York (*Liberty* Magazine) on Nov. 18 starts *Paul Sullivan*, on 17 CBS stations, Tues. and Thurs., 6-6:10 p.m. Agency: Erwin, Wasey & Co., N. Y.

EAGLE OIL & REFINING Co., Santa Fe Springs, Cal. (Golden Eagle gasoline), on Nov. 16 starts *The World Today*, on CBS-California network, Sun., 11:30-12 noon, PST. Agency: General Adv. Agency, Los Angeles.

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), on Nov. 13 began *Mueller's News with Mel Hawley* on 13 CBS stations, Wed., Thurs., Fri., 4:45-5 p.m. for 26 weeks. Agency: Maxon Inc., N. Y.

HUDSON'S BAY Co., Winnipeg (chain department store), on Nov. 17 starts *Red River Barn Dance* on 11 western Canadian Broadcasting Corp. stations, Sat. 10:30-11 p.m. (CST). Agency: Cockfield Brown & Co., Winnipeg.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Nov. 17 adds 3 CBS-Florida stations (WMBR WQAM WDAE WDBO WJNO WFOY) to *Vox Pop*, Mon., 8-8:30 p.m., making a total of 72 CBS stations. Agency: Ruthrauff & Ryan, N. Y.

### Network Changes

LEWIS-HOWE Co., St. Louis (Tums), on Nov. 11 shifts *Horace Heidt's Treasure Chest* on 75 NBC Red stations, Tuesday, 8:30-9 p.m. (EST), from New York to Hollywood. Agency: Stack-Goble Adv. Agency, Chicago.

## *FDR SPEECHES PULL BIG RADIO AUDIENCE*

THE THIRD and fourth large daytime American audience to hear President Roosevelt was tallied last week by the Cooperative Analysis of Broadcasting, which reports that his American Legion Armistice Day speech in Washington Nov. 11, broadcast on all major networks, was heard by 28.4% of the set-owners interviewed, and his Nov. 6 address rated 20% of the set-owners tuned in.

The President's largest daytime audience was attained Jan. 3, 1937, when 31% of set-owners reported hearing an address delivered from 12:20-12:48 p.m.

C. E. Hooper, in conducting the survey for CBS of United States radio families listening to the President's Armistice Day speech reported the fastest mass research rating it has ever compiled. The speech was broadcast at 11 a.m., and at 2:30 p.m., CBS received the report from Hooper that 10,000,000 families, or approximately 30,000,000 Americans, heard the address.

## Net Court Case

(Continued from page 10)

cing the history of the network-nopoly proceedings, in support his contention that the court cked jurisdiction; that the com-ints failed to state a claim upon ich relief could be rendered and at even if the court had jurisdic-n, there is no "genuine issue" to any material fact that the tworks are entitled to a judg-ent as a matter of law.

Some time this week it is ex-ted MBS, in joining the Gov-ment's motion for dismissal, o will submit affidavits support-g the position. The principal affi-vit will be that of Fred Weber, neral manager, with possible sup-emental contentions by other BS officers.

### Antitrust Participation

There is the possibility that the ntitrust Division of the Depart-ent of Justice will participate in e arguments, though this is re-rded as doubtful. Thus far, no rd has been forthcoming from e Department as to plans, if any, garding possible anti-trust pro-edings against all networks BS included) in connection with rrent business practices which ght be construed as in violation the Sherman anti-trust law.

Antitrust Division attorneys der Assistant Attorney General rman Arnold, it is understood, e continuing their study of the ire proceedings. But there has en no concrete indication one way the other. It is presumed that fore any action is taken another nference will be called of possible rties in interest by Mr. Arnold. his commitment, it is understood, s made following the initial con-ence at the Department on Oct. —the day before the suits were d.

FCC Chairman James Lawrence y, in his regular press conference v. 10 said the Commission had rked out the agreement stipu-lating that it would not enforce the regulations until the court de-termines the injunction question. He described it as merely an agree-ment between counsel to be filed as a part of the record, taking pains to point out that it does not carry over to the "final trial". He added: "We are simply giving time to permit orderly litigation of the matter."

**MINNESOTA'S FOOTBALL TEAM** was directly responsible for this Minneapolis gathering of Princeton '22 graduates listening to a broadcast of a recent game. Rear row (l to r), Louis E. Tilden, International Division of NBC; Donald B. Laurie, sales manager, Quaker Oats Co., Chicago; Bob Buechner, WCCO, Minneapolis, sales department. Front row (l to r), Frank Chapman, whose wife, Gladys Swarthout, was making an appearance with the Minneapolis Symphony, and Charles Winton, president of WLOL, Minneapolis.

## in the CONTROL ROOM

PAUL E. COURTLAND SMITH, technician of KQW, San Jose, Cal., and Frances Erskine were married recently.

JOHN FULLER, studio engineer of WBBM, Chicago, is the father of a girl born Nov. 2.

BOB THOMPSON, KOY, Phoenix, chief engnieer, has returned following an attack of flu.

HERMAN NEWMAN has joined the engineering staff of KHRG, Okmulgee, Okla.

PAUL DIXON, formerly of WATN, Watertown, N. Y., has joined the engineering staff of WSLB, Ogdenburg, N. Y.

DAVE KARBACH, KOY, Phoenix technician, has resigned to join KSUN, Bisbee, as announcer-engineer. His former post has been taken over by Cliff Miller, who had been doing relief.

WILLIAM J. McGINNIS and Harry Zabel have joined the engineering staff of WTCN, Minneapolis.

NELSON GARDINER, studio operator at CKY, Winnipeg, is taking an officer's training course at an eastern Canadian military camp. Prior to enlisting he was a sergeant in the reserve force of the Royal Canadian Corps of Signals.

CAPT. C. E. SNIDER, former chief operator at CKX, Brandon, Man., has returned from overseas where he has been since Jan. 1940, and is now attached to the instructional staff at Camp Shilo, Man.

STEPHEN DIER, formerly chief engineer of KSCJ, Sioux City, Ia., and now with the Army at Camp Claiborne, La., has been named to command the 34th Signal Company, comprising six officers and 206 signal men.

WALTER GLAUS is the latest member of the technical staff of WCAE, Pittsburgh.

DAVID TASKER has joined the technical staff at CKY, Winnipeg.

JAMES SHELTON, former press operator of KILO, Grand Forks, N. D., has joined the War Department in Washington as a junior communications officer.

BERT CRUMP has joined the engineering staff of CKGB, Timmins, Ont., coming from CKVD, Val D'Or, Que.

### Chicago Opera Series

CHICAGO OPERA Company returned Nov. 10 to MBS for a five-week series each Monday through Dec. 1, 11-12:15 p.m. Originating through WGN, MBS Chicago Key, the series is presenting in order "Carmen", "Othello", "Falstaff", "Tosca" and "Barber of Seville", with such stars as Gladys Swarthout, Ricard Bonelli, Lawrence Tibbett, Giovanni Martinelli, John Charles Thomas, Grace Moore and Nino Martini appearing.


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50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

# Switch to Allocations Seen As Benefit to Broadcast Industry

## DCB Directive Still Expected; Would Provide Broad Recommendatory Powers for DCB

ALTHOUGH the importance of establishing a technically skilled advisory group to expedite the supplying of needed strategic materials to the communications industry was emphasized last week when the Supply Priorities & Allocation Board virtually tossed the established industry priorities setup out the window in favor of direct individual allocations of materials, no official word is yet forthcoming from SPAB on the authorization of broad advisory and recommendatory powers in allocations matters for the Defense Communications Board.

However, with conferences continuing, it is expected that within a short time the Office of Production Management will issue a directive setting up the the DCB organization as a technical advisory body for material needs of the entire communications industry, including broadcasting [BROADCASTING, Nov. 3, 10]. With the allocations system supplanting the priorities setup, the need for such a clearing-house, directed by experts in the radio, telephone, telegraph and cable fields, is regarded as greater than ever, since services must be carefully weighed and rationed in the light of available materials for repair, replacement and even some new construction.

### Dark Prospects

One previously mentioned facet of the many-sided effect of the priorities situation on the broadcasting picture was developed briefly by FCC Chairman James Lawrence Fly at his press conference last Monday. Indicating that although no definite policy has been enunciated by the Commission, he said it was "conceivable" that the FCC eventually might want to postpone hearings or other action on applications for new broadcast facilities if it appears that no construction materials would be available for the new station. Several weeks ago Chairman Fly, in discussing the prospect for new-station applicants, indicated that it would be exceedingly difficult, from a purely practical standpoint, for any applicant to secure a new facility, since he would have to show that that facility would supply a defense service to a community not adequately served.

Amplifying this stand in the light of the constantly tightening priorities situation, Chairman Fly indicated that although the priorities picture may affect FCC policy it would not do so to a controlling degree insofar as the right to a hearing on applications is concerned. However, although the FCC is not disposed to project possible policy changes too far ahead of the prevailing supply prospect, it also is wary of piling up on its records a long list of approved applications which cannot be put into effect because of the lack of construction and operation materials, he indicated.

Authoritative reports last week also indicated that OPM is considering setting up a separate section in its Priorities Division to handle communications priority matters exclusively. This new section presumably would provide the actual operating machinery within OPM for handling communications priorities, with the projected DCB operation providing expert advice and recommendations. The function of industry advisory committees, such as the one recently set up for communications manufacturers, as well as organizations like DCB, would become increasingly important under any material allocations plan, it is felt.

### Rationing Expected

Industry observers for some time have foreseen rationing and allocation of materials as the obvious solution to many of the shortcomings of the priorities system. Although the switch from priorities on an industry basis to allocation on a materials basis is expected to take months, communications experts have indicated belief that the communications industry would fare much better under an allocation plan, particularly since broadcasting and other branches of the industry are popularly classified as essential defense factors.

Although communications some time ago were blanketed under an A-10 defense rating provided in General Priorities Order P-22, it became apparent long since that so many industries enjoyed the A-10 classification that competition for materials was as strong as it had been when most of the industries had only a B non-defense rating. Ostensibly a favorable classification, A-10 has come to mean nothing, since not enough materials are available to satisfy demands for projects with even better ratings than A-10. Under the allocations system, with consideration starting with the end product rather than the type of industry, it is thought greater recognition will be given communications service as a defense factor, with corresponding improvement in availability of supplies, at least for repair and maintenance.

Another development pointing to a possible improvement in the production volume for broadcast needs was the formation last week of a Coordination & Equipment Division in the operations branch of the Army Signal Corps, headed by Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army. The new division, incorporating a staff of technically qualified communications officers from the combat branches of the Army, Navy and Marine Corps, and a group of civilian experts, was set up to correlate and improve military communications equipment, with an eye particularly on possibilities for standardizing production of Army communications equipment. Apart from the important defense considerations of universal adaptability of such equipment, industry spokesmen pointed out that standardization conceivably could release some productive capacity for civilian production.

### WQXR Signs ASCAP

WQXR, New York independent, registered as the first station in the metropolitan area to sign with ASCAP since the return of its repertoire to the networks on Oct. 29.

DRAWN FOR BROADCASTING by Sid Hix

*"If We Can't Catch Anything but Electric Eels, I'm Going to Get Transferred Back to the Studios!"*

# Britain Surveys Commercial Idea

## Might Set Up Crown Colony Outlets Under Proposal

BRITISH government has under tentative discussion setting up after the war a number of commercial broadcasting stations in the Crown Colonies — Gibraltar, Singapore, Hongkong, West Indies, Newfoundland and mandated Palestine—Gladstone Murray, general manager of Canadian Broadcasting Corp. told BROADCASTING last Friday.

These proposed stations, to operate on the broadcast band and shortwave, will have no connection with British Broadcasting Corp., but will be under official Government direction. No change is planned at present in the status of BBC regarding sponsoring programs. Commercialism on BBC could only be made possible by change of the Parliament Act under which BBC operates.

Proposed commercial stations throughout the Crown Colonies of the British Empire would carry advertising from any sponsors, though British advertisers would have a preference, Mr. Murray stated. There will not be a monopoly in British advertising, and more than likely an operation similar to that existing now between American commercial networks shows and CBC would be worked out for use of colonial commercial stations to carry American and other commercial programs.

### No Definite Steps

Stations are planned to operate locally or on networks, with network programs being carried between various colonies on shortwave. Thus programs originating in Great Britain, Canada, United States, or elsewhere would be heard on the commercial network around the world.

No definite steps have been taken in establishing commercial stations in colonies, Mr. Murray explained, the entire plan being only in discussion stages for future development after war. Administration of proposed stations is also still in the talk stage, but BBC is not considered likely unless changes are made in its charter.

Mr. Murray emphasized that there is no thought of making BBC either partly or fully commercial as reported in New York, that the commercial chain would be entirely new, for operation outside the United Kingdom, and would not interfere with systems operating in dominions, would be established only in Crown Colonies and such British-administered territories as Palestine. That the British government may at some future time allow BBC to go commercial is, however, not ruled out, but is not planned at present, he indicated.

Lindsay Wellington, BBC North American representative, said in New York, "The BBC is not contemplating any commercial broadcasting now or after the war."

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. . . and try as we may, we can't help feeling just a bit excited about the newest additions to our list of popular dance bands!

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▲ ▲ ▲

Not that either of these gentlemen are any strangers to your listening audiences. Ray Noble's Orchestra, which has been the musical highlight of many a top radio show, is currently engaged on the Chase & Sanborn - Charlie McCarthy Program . . . and Bob Crosby is heard weekly with Milton Berle and Charles Laughton on Three-Ring Time, wherein he demonstrates to all and sundry that he is the rightful owner of the title, "The Best Dixieland Band in the Land."

▼ ▼ ▼

The first Crosby releases are out this month and Noble will be enroute to our station-subscribers shortly . . . boosting our impressive aggregation of name dance bands to a new high in listener interest. This month also welcomes Alvino Rey and his Orchestra, now back on the Coast and within reach of our microphones. Alvino, his band and his charming vocalists, the King Sisters, are more popular than ever. Their latest batch of tunes for Standard tops 'em all.

▲ ▲ ▲

Well, add it up and what have you got? Maybe it's an urge to write us for further information on the full Standard Radio Program Library . . . and when you do, be sure to ask us also for the latest dope on Standard Radio's "SPOT-ADS" and Super Sound Effects.

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WLDS—Jacksonville
WJZM—Clarksville, Tenn.
KDAL—Duluth, Minn.
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WICA—Ashtabula, Ohio
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October 12, 1941

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May we thank you and your organization for the fine product and the excellent, easy-to-use service you provide.

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WBW:CLM

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*"Are Your Transcriptions Up to Standard?"*

# Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

November 24, 1941

CONTENTS

| | |
|---|---|
| Net Affiliates Form NAI | 7 |
| ASCAP Revises Disc Clearance | 7 |
| Washington State Fee Claims Settled | 8 |
| High Officials Ease Doubts of Industry | 9 |
| Radio Priorities Committee Named | 10 |
| ASCAP Gives Football Clearance Individually | 14 |
| BMI Cuts Fee 25% | 14 |
| WOV, WNEW Shift | 16 |
| NAB District Meeting at Memphis | 16 |
| Challenge To Grid Guessers | 18 |
| Tall Tales Jump Tall Shoes Sales | 20 |
| NBC Studies 15-Year Growth | 22 |
| RCA Dedicates New Laboratories | 22 |
| Navy Reveals New Detector | 24 |
| KDKA's 21 Technical Years | 24 |
| WMCA and *New York Times* To Cooperate | 28 |
| Uncle Don, An Institution | 50 |
| Pep Boys 5,000 Hours | 56 |
| BMI Sends Out Third Quarter Checks | 61 |
| Fly Denies FCC Communist Influence | 62 |

*DEPARTMENTS*

| | | | |
|---|---|---|---|
| Agencies | 48 | Merchandising | 46 |
| Agency Appointments | 29 | Network Accounts | 60 |
| Behind the Mike | 36 | Personal Notes | 35 |
| Buyers of Time | 58 | Purely Programs | 38 |
| Classified Advertisements | 45 | Radio Advertisers | 41 |
| Control Room | 54 | Radio Bookshelf | 34 |
| Editorials | 34 | Station Accounts | 40 |
| FCC Actions | 60 | Studio Notes | 52 |
| Meet the Ladies | 37 | We Pay Respects | 35 |
| Hix Cartoon | 62 | | |

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Yes Sir! And plenty of Uncle Sam's fighting men are in for a real show . . . . in fact more than 255,000 soldiers, sailors and marines . . . . at more than 40 Army Camps, Flying Fields, Marine Barracks and Naval Bases have already seen the Camel Caravan. Many more will see it on future dates. The Camel Caravan is the first show for the service men to be presented by a commercial sponsor . . . . thanks to the R. J. Reynolds Tobacco Company and William Esty and Co., Inc. It's a tailor-made show for the man and woman in uniform, and not the broadcast of a show from Army Camps. WSM is appreciative of the fact that it was selected to furnish talent for the first unit of the Camel Caravan. And we are justly proud of the fact that the unit bears the name of our 16-year-old radio show, The Grand Ole Opry. We are deeply honored in that we were able to join the Reynolds Tobacco Company and William Esty and Co., Inc., in making this worthwhile contribution to our armed forces.

W Air Castle of the South &
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

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